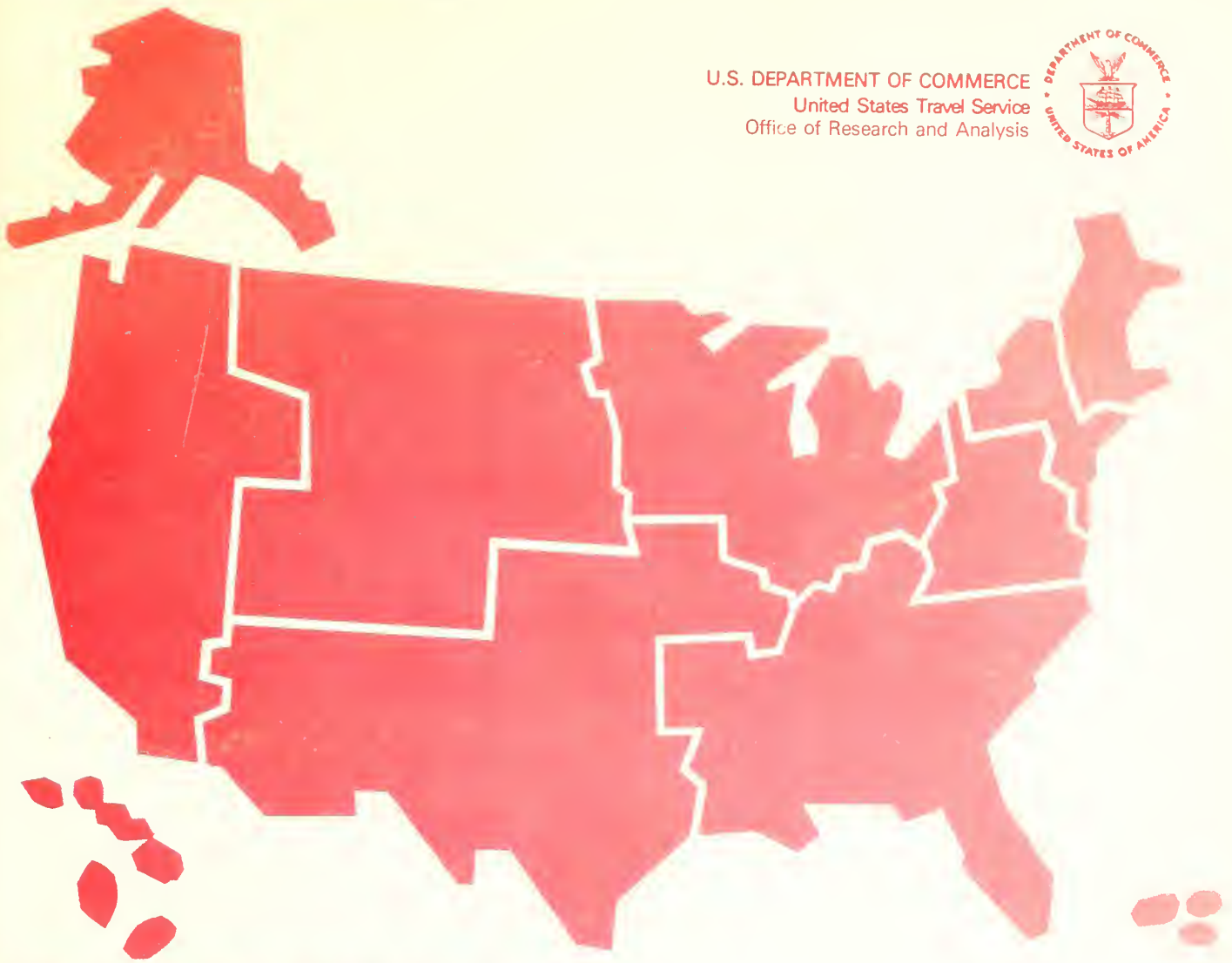



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United States Travel Service
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VACATION TRAVEL BY CANADIANS IN 1973 IN THE UNITED STATES VOLUME 1



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VACATION TRAVEL BY CANADIANS IN 1973

IN THE UNITED STATES VOLUME 1

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the eight regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in April 1974

Sponsored by
the United States Travel Service,
and
the Canadian Government
Office of Tourism,
and
the Transportation Development Agency,
Ministry of Transport

May 1975



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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1973

I. INTRODUCTION

This report provides an analysis of a survey entitled **Vacation Travel by Canadians in 1973**. The survey was conducted by Traveldata for the Canadian Government Office of Tourism, the Canadian Transportation Development Agency, Ministry of Transport, and the United States Travel Service.

This survey represents the eighth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. The study incorporates some of the results from all the prior studies to facilitate trend analysis during the 1966-73 period. (See Appendix A.)

II. METHODOLOGY

This survey was based on a national probability sample involving 6,215 personal interviews with individuals 18 years and over. (See Appendix A.)

III. HIGHLIGHTS OF THE SURVEY

- In 1973, there was a marginal decline in vacation travel by Canadians. However, the U.S. share of the total vacation trips increased from 19% in 1972 to 22% in 1973.
- In 1973, the largest proportion of Canadian vacation trips to the U.S. was received by the **South**, followed by the Far West, New England, the Eastern Gateway, the Great Lakes Country, George Washington Country, the Old West, and the Frontier West.
- Of the \$2 billion spent by Canadians in 1973 on vacation travel, approximately **\$483 million** was spent in the U.S. The average Canadian vacation trip expenditure per party in the U.S. was \$438 and the per capita expenditure per trip was \$178.
- The groups who spent the most in the U.S. in 1973 tended: (1) to live in **cities**, (2) to be **middle-aged and older**, (3) to be **married**, (4) to be **well-educated** and upscale, and (5) to live in **Quebec and Ontario**.
- The largest expenditures in the U.S. in 1973 were made by those staying at a **vacation spot**, by **plane** travelers, by persons who traveled to the **South Region** and the **Far West**, and by those who traveled to the U.S. during the **winter**.
- In 1972 the largest proportion of Canadian vacation travelers to the U.S. came from Quebec, but by 1973 **Ontario** became the leading generator of vacation visitors to the U.S.
- In 1973, the most popular reasons for Canadian travel to the U.S. were to **visit friends or relatives**, to spend time at a **vacation spot** or summer place they own and **sightseeing**.

- One of the most significant changes in vacation patterns in 1973 was the increase in **air travel**. Although auto was the primary mode of transport used by Canadian vacationers while traveling in the U.S. in 1973 (65% of the trips), the proportion of trips to the U.S. by air increased from 20% in 1972 to 23% in 1973.
- There were notable difference in the characteristics of Canadians who traveled to the various U.S. regions in 1973. For example:
 - The South, Great Lakes Country, George Washington Country and the Eastern Gateway received the majority of their visitors from Ontario, whereas the Old West received the majority of it's Canadian visitors from the Prairie Provinces and the Far West received the majority of it's Canadian visitors from British Columbia.
 - Over 70% of the Canadian visitors to New England, the Eastern Gateway and the Old West traveled there by auto. On the other hand, over 40% of the Canadian visitors to the South traveled there by air.
 - The average per capita expenditure of Canadian visitors to the Frontier West, George Washington Country, the South and the Far West were higher than the national average of \$178.
 - The purpose for over 30% of the Canadian trips to all U.S. regions, except the South, was to visit friends or relatives. In the case of the South, the most important reason for traveling there was to spend time at a vacation spot and to go sightseeing. With the exception of New England, over 30% of the Canadian trips to the U.S. regions were for sightseeing. In the case of New England, spending time at a vacation spot took preference over sightseeing. Sightseeing was the most popular reason for travel to George Washington Country.

IV. FINDINGS OF THE SURVEY

Number of Canadians Traveling on Vacations in 1973.

In 1973, there was a marginal decline in vacation travel by Canadians. In total, 58% of the Canadians took a **vacation** — of which 2% stayed home and 56% took a **vacation trip**. By way of comparison, in 1972, 61% of the Canadians took a vacation — of which 3% stayed home and 58— took a vacation trip.

In 1973, 7.7 million vacation trips were taken by Canadians. Twenty-two percent or 1.7 million trips were made to the U.S. (See Appendix B.)

The national decline in Canadian vacation travel in 1973 was primarily caused by a decrease in travel among Ontario and Quebec residents, while Western Canadians and the Atlantic Province residents continued on the long-term growth path.

CHART 1

**CANADIAN VACATIONS AND VACATION TRIPS
1966 - 1973**

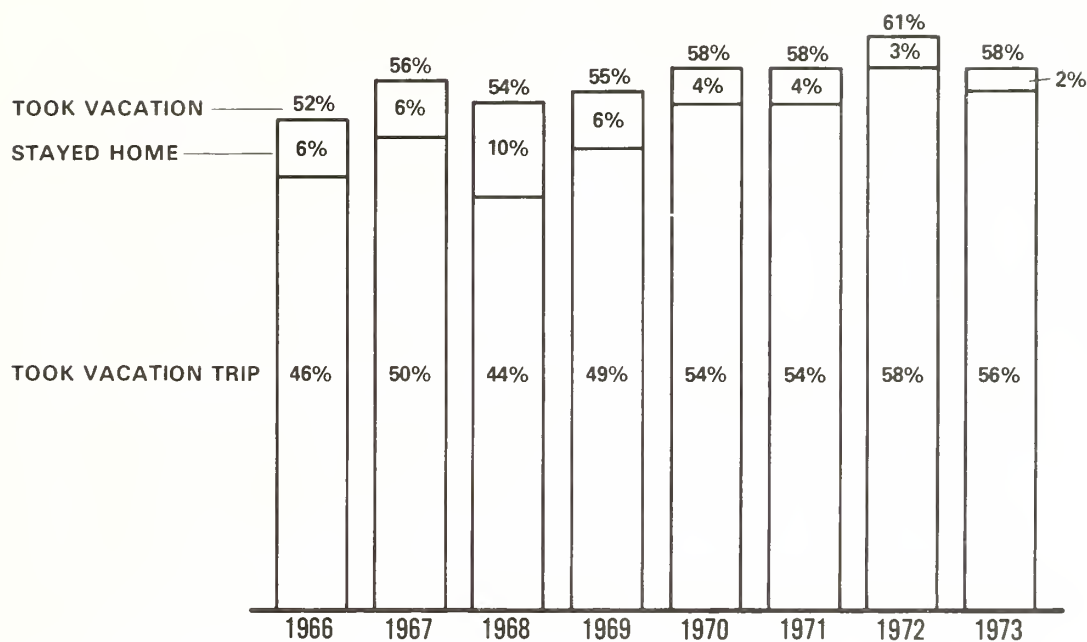


TABLE 1
CANADIAN VACATION PATTERNS, 1966-1973

Percent of Canadian adults who take vacations in:

	1966	1967	1968	1969	1970	1971	1972	1973	Change '72 to '73
	%	%	%	%	%	%	%	%	%
Total	52	56	54	55	58	58	61	58	-3
<u>Region:</u>									
Atlantic									
Provinces	41	46	38	39	46	51	44	49	+ 5
Quebec	49	49	56	55	59	55	62	55	-7
Ontario	56	61	54	59	62	61	64	60	-4
Prairie									
Provinces	50	58	53	51	56	58	59	60	+ 1
British									
Columbia	59	65	60	60	61	66	64	68	+ 4

The decline in Canadian vacation travel in 1973 was most pronounced among the middle and lower-middle socio-economic groups and among those 40 years of age and over.

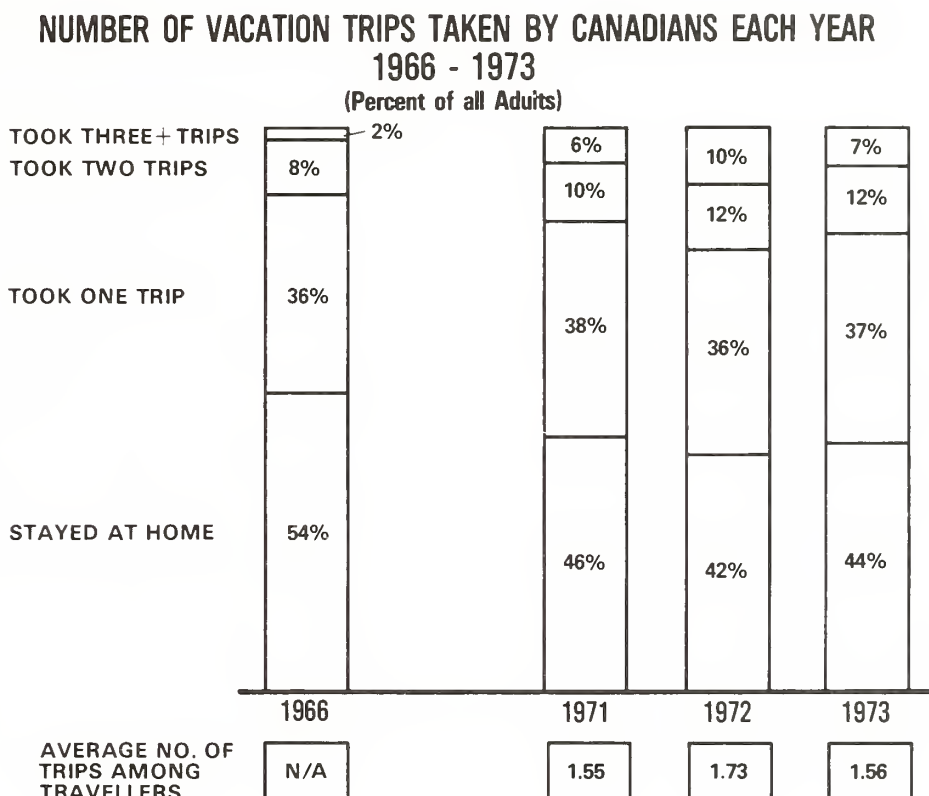
TABLE 2
CHARACTERISTICS OF CANADIANS WHO TRAVELED LESS OFTEN, 1966-1973

<u>Characteristics</u>	Percent of Canadian adults taking vacation trips				Change '72 to '73
	1966 %	1971 %	1972 %	1973 %	%
Total Adults	46	54	58	56	- 2
<u>Region:</u>					
Atlantic Provinces	37	49	41	48	(+ 7)
Quebec	40	49	57	51	(- 6)
Ontario	51	57	61	57	(- 4)
Prairie Provinces	48	55	57	58	+ 1
British Columbia	54	63	61	67	(+ 6)
<u>Language:</u>					
French Quebec	38	46	55	49	(- 6)
Rest of Canada	49	57	58	58	-
<u>Socio-Economic Level:</u>					
Upper	60	68	70	70	-
Upper middle	49	61	64	65	+ 1
Middle	43	51	60	55	(- 5)
Lower middle	31	50	55	50	(- 5)
Lower	28	39	42	39	- 3
<u>Community Size:</u>					
Total urban	51	58	61	59	- 2
Total rural	34	43	47	45	- 2
Farm	28	37	35	42	+ 7
Non-farm	36	47	51	47	- 4
<u>Sex:</u>					
Male	46	52	55	54	- 1
Female	47	57	60	57	- 3
<u>Age:</u>					
18-29	N/A	57	58	58	-
30-39	N/A	56	62	61	- 1
40-49	N/A	57	61	58	(- 3)
50 and over	N/A	49	53	49	(- 4)

Frequency of Canadian Vacation Travel in 1973

Not only were fewer Canadians traveling in 1973, but also less often. The average number of vacation trips taken by Canadian travelers in 1973 was 1.56 trips, significantly fewer than the 1.73 trips on the average in 1972. In 1973 only 19% took two or more trips, compared to 22% in 1972.

CHART 2



Destinations of Canadian Vacation Travelers.

Canadians appeared to be traveling greater distances in 1973 as the proportion of trips to the U.S., to offshore countries, and to non-resident provinces increased. The gain for the United States (from a 19% share of trips in 1972 to a 22% share in 1973) was very significant since it represented a stemming of a long-term erosion of U.S. market share. (See Appendix B.) Offshore countries increased their share by 2 percentage points – from 9% in 1972 to 11% in 1973. Even though there was an increase in Canadian inter-provincial travel, a sharp decline in “home province” vacationing (especially in Ontario) resulted in a net loss of share for Canada. In 1973, 67% of the Canadian vacationers traveled in **Canada** only, compared to 71% in 1972.

TABLE 3
DESTINATIONS OF CANADIAN VACATION TRAVELERS, 1966-1973

	Percent of total trips				Change '72 to '73
	1966	1971	1972	1973	
<u>Areas visited overnight or longer:</u>	%	%	%	%	%
Canada only	69	71	71	67	-4
Canada at all	N/A	76	77	73	-4
Atlantic Provinces	N/A	9	9	10	+1
Newfoundland	2	2	1	2	+1
P.E.I.	1	2	2	2	+1
Nova Scotia	4	4	4	4	-
New Brunswick	4	4	4	5	+1
Quebec	18	18	19	17	-2
Ontario	32	27	29	24	-5
Prairie Provinces	N/A	16	15	16	+1
Manitoba	5	5	5	5	-
Saskatchewan	7	6	5	5	-
Alberta	11	10	9	10	+1
British Columbia	14	15	15	16	+1
Yukon/N.W.T.	(*)	(*)	(*)	1	+1
United States	25	21	19	22	+3
Total New England			4	5	+1
Total Eastern Gateway			5	4	-1
Total George Washington					
Country			2	2	-
Total "The South"	N/A	N/A	4	5	+1
Florida			3	5	+2
Total Great Lakes			2	3	+1
Total Old West			} 1 {	2	+2
Total Frontier West			} 1 {	1	
Total Far West			4	5	+1
California			3	3	-
U.S. (unspecified)			-	(*)	-
All Other Countries	6	8	9	11	+2
"Non-resident" provinces	N/A	30	30	32	+2

* Less than 1%.

The fact that inter-provincial travel increased in the face of an overall decline in Canadian travel can be explained simply by the fact that trips taken within one's **home province** decreased substantially.

Among **Atlantic Province** residents, for example, in conjunction with a substantial increase in foreign travel in 1973, trips to "non-resident" provinces increased 7%, while at the same time travel **within** the Atlantic provinces **dropped** 13%, resulting in a net loss for Canada. One of the provinces which benefitted the most from this rise in inter-provincial travel was Quebec, which increased its share of Atlantic Province resident trips to 13% in 1973 from 8% in 1972, while among the foreign countries, the United States increased its share to 20% from 9% in 1972, and all other countries to 6% from 3%.

A similar pattern occurred in **Manitoba**. Travel to the United States, Ontario, and British Columbia increased by Manitoba residents, while travel within the home province fell off slightly.

Ontario appeared to be the main root of Canada's loss of share to foreign countries, as travel within Ontario by its residents tumbled as much as 10 points in 1973. Specifically, travel within Ontario decreased from a 58% share of Ontario resident trips in 1972 to 48% in 1973, while travel to the United States increased from 18% in 1972 to 24%, and to other countries from 9% to 13%. Inter-provincial travel by Ontario residents, on the other hand, remained relatively stable.

In contrast, little change occurred in the destination of **Quebec** residents during 1973.

Travel within **British Columbia** by its own residents declined from 63% in 1972 to 56% in 1973, adding to the national decline in home-province travel.

TABLE 4
DESTINATION OF CANADIAN VACATION TRAVELERS BY PLACE OF RESIDENCE, 1972-1973

		Percent of total trips													
		Place of residence at time of trip													
		Atlantic Prov.		Quebec		Ontario		Manitoba		Sask.		Alberta		B.C.	
		'72	'73	'72	'73	'72	'73	'72	'73	'72	'73	'72	'73	'72	'73
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
Areas visited overnight or longer:															
Canada only	87	74		61	61	73	63	78	70	81	85	81	81	72	70
Canada at all	92	82		64	65	79	69	84	81	92	97	91	86	79	74
Atlantic Provinces . . .	71	58		5	7	8	8	2	3	1	1	1	2	1	1
Newfoundland . .	11	12		(*)	(*)	1	1	—	—	—	—	—	1	1	—
P.E.I.	9	11		2	2	2	3	1	—	(*)	—	(*)	1	1	(*)
Nova Scotia	34	22		2	2	4	4	1	3	1	1	1	1	1	1
New Brunswick . .	25	22		3	5	4	5	2	2	1	1	(*)	1	1	(*)
Quebec	8	13		47	47	13	12	2	4	2	6	1	2	3	2
Ontario	17	14		10	12	58	48	13	17	9	13	6	4	6	6
Prairie Provinces	2	2		2	2	7	6	70	59	73	77	59	49	20	18
Manitoba	2	1		1	1	4	3	41	37	10	15	5	4	4	4

TABLE 4
DESTINATION OF CANADIAN VACATION TRAVELERS
BY PLACE OF RESIDENCE, 1972-1973—Con.

Percent of total trips														
Place of residence at time of trip														
	Atlantic		Quebec		Ontario		Manitoba		Sask.		Alberta		B.C.	
	Prov.													
	'72	'73	'72	'73	'72	'73	'72	'73	'72	'73	'72	'73	'72	'73
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Canada at all—Con.														
Prairie Provinces—Con.														
Saskatchewan...	1	1	1	1	3	3	21	23	35	41	13	8	5	3
Alberta.....	1	1	1	2	3	3	21	25	37	32	45	42	17	14
British Columbia....	3	3	3	2	4	5	16	(22)	25	20	40	43	63	(56)
Yukon/N.W.T.	1	1	(*)	1	—	(*)	—	(*)	—	—	1	1	1	(*)
United States.....	9	(20)	27	26	18	(24)	14	(21)	15	11	15	14	18	20
Total New England ..	7	(16)	10	12	3	3	(*)	—	(*)	—	3	—	(*)	1
Total Eastern														
Gateway.....	1	3	12	7	5	6	2	—	1	—	1	(*)	1	1
New York.....	1	3	9	4	5	6	2	—	1	—	1	(*)	1	1
Total George														
Washington														
Country.....	1	1	1	2	2	3	1	1	1	—	2	(*)	3	1
Total "The South" ..	1	(4)	5	5	5	9	2	3	(*)	3	(*)	1	1	(*)
Florida	1	4	5	4	4	(8)	2	3	—	3	(*)	1	1	(*)
Total Great Lakes... (*)		1	1	1	4	6	6	8	2	1	1	(*)	(*)	1
Total Old West		(*)		(*)		1		11		5		3		1
Total Frontier West..		—	(*)	1		(*)	6	2		(*)	5	(*)	2	1
Total Far West		(*)	1	2	2	2	1	5	5	3	7	9	15	17
California		(*)	2	1	2	2	1	3	3	(*)	4	4	8	8
All Other Countries	3	(6)	12	13	9	(13)	8	9	5	4	4	5	10	10
"Non-resident" Provinces.	48	(55)	18	(21)	26	25	49	(61)	66	67	59	55	26	24

* Less than 1%.

It is interesting to examine the travel habits of the minority English-speaking segment in Quebec. Travel destinations differed distinctly from those of the French. Foreign countries were far more appealing to the English, while travel within Quebec was more popular to French-speaking residents.

TABLE 5

DESTINATIONS OF QUEBEC ENGLISH AND FRENCH SPEAKING VACATION TRAVELERS, 1973

	Percent of trips		
	Total Quebec	English speaking	French speaking
	%	%	%
<u>Areas visited overnight or longer:</u>			
Canada only	61	46	66
Canada at all	65	50	70
Atlantic Provinces	7	10	5
Newfoundland	*	1	*
P.E.I.	2	2	2
Nova Scotia	2	5	1
New Brunswick	5	7	4
Quebec	47	19	56
Ontario	12	21	9
Prairie Provinces	2	5	1
Manitoba	1	4	1
Saskatchewan	1	3	1
Alberta	2	4	1
British Columbia	2	4	1
Yukon/N.W.T.	1	1	1
United States	26	35	23
Total New England	10	11	9
Maine	5	6	5
Massachusetts	2	3	2
Other New England	3	3	3
Total Eastern Gateway	7	11	5
New York	4	9	3
New Jersey	3	2	3
Total George Washington Country	2	3	1
Total "The South"	5	7	5
Florida	4	5	4
Other South	1	1	1
Total Great Lakes	1	1	1
Total Old West	*	1	—
Total Frontier West	1	3	*
Total Far West	2	3	1
California	1	1	1

TABLE 5
DESTINATIONS OF QUEBEC ENGLISH AND FRENCH SPEAKING
VACATION TRAVELERS, 1973—Con.

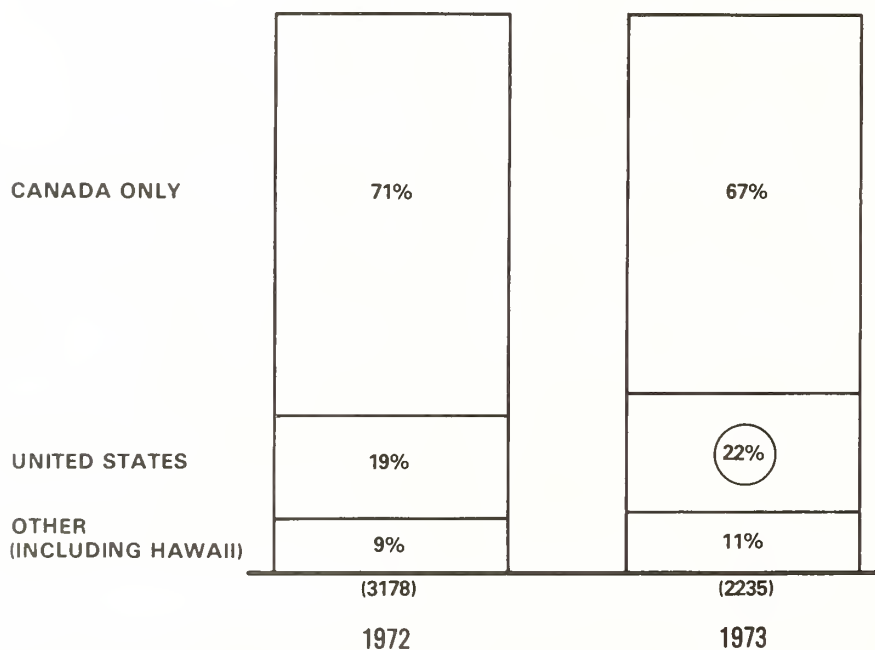
	Percent of trips		
	<u>Total Quebec</u>	<u>English speaking</u>	<u>French speaking</u>
	%	%	%
United States—Con.			
Total Far West—Con.			
Washington	*	2	—
Other Far West	—	—	—
U.S. (unspecified)	1	1	1
All Other Countries	13	(19)	11
"Non-resident" province	21	(34)	16

* Less than 1%.

Canadian Vacation Travel to the U.S. in 1973

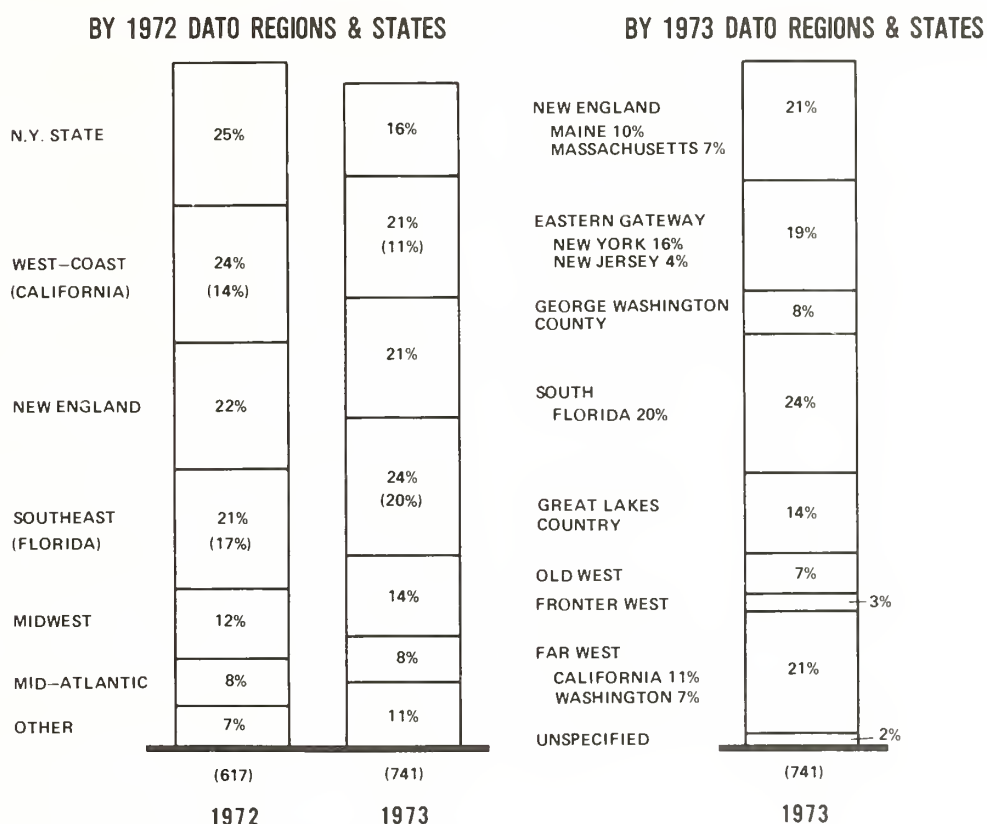
As mentioned previously, the U.S. received 22% of the 7.7 million Canadian vacation trips in 1973. (See Appendix A.)

CHART 3
CHARACTERISTICS OF CANADIAN TRAVELERS-DESTINATIONS
(International & Domestic)



In 1973, the largest proportion of Canadian **vacation trips** to the U.S. (1.7 million), was received by the South (24%), followed by the Far West (21%), New England (21%), the Eastern Gateway (19%), the Great Lakes Country (14%), George Washington Country (8%), the Old West (7%), the Frontier West (3%), and other destinations, including Hawaii (2%), (See Appendix A.)

CHART 4 **CHARACTERISTICS OF CANADIAN TRAVELERS TO THE U.S.- SPECIFIC U.S. DESTINATIONS ***



*INCLUDES MULTIPLE DESTINATIONS WITHIN THE U.S.

Canadian Vacation Expenditures and Trip Characteristics

In 1973, Canadians spent approximately \$2 billion on vacation travel in Canada, the U.S. and other countries. (See Appendix C.)

Canadian vacationers spent \$483 million in the U.S. or 24% of the total vacation expenditures. According to official balance of payments data, the U.S. received \$1,072 million from Canadian tourists in 1973. Thus, Canadian **vacation expenditures** (\$483 million) accounted for 44% of the **total** Canadian tourism expenditures in the U.S. in 1973.

The largest proportion of the \$483 million for vacation expenses in the U.S., on a pro-rated basis, was made in the South (28%), followed by the Far West (20%), New England (12%), the Eastern Gateway (11%), the Great Lakes Country (10%), George Washington Country (7%), the Old West (4%), the Frontier West (4%), and other areas including Hawaii (4%). (See Appendix D.)

TABLE 6
CANADIAN VACATION EXPENDITURES IN U.S. REGIONS

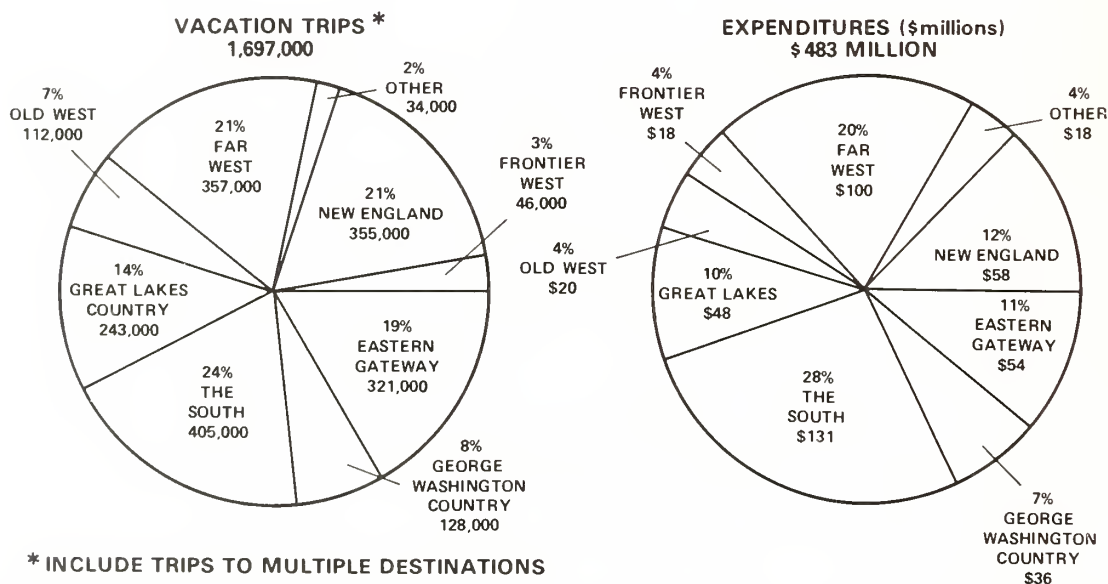
<u>Destination</u>	<u>(Base)</u>	<u>Estimated total expenditures</u> (million \$)	<u>% of total</u>	<u>Expenditures by party per trip</u>	<u>Per capita expenditures</u>
South	(177)	\$131	28%	\$730	\$270
Far West	(156)	\$100	20%	\$498	\$238
New England	(155)	\$ 58	12%	\$313	\$125
Eastern Gateway	(140)	\$ 54	11%	\$348	\$140
Great Lakes Country	(106)	\$ 48	10%	\$348	\$152
George Washington Country	(56)	\$ 36	7%	\$501	\$234
Old West	(49)	\$ 20	4%	\$373	\$146
Frontier West	(20)	\$ 18	4%	\$782	\$329
Other (including Hawaii)	(15)	\$ 18	4%	\$664	\$267
Total	(741)	\$483	100%	\$438	\$178

Note: The bases used in this report to determine Canadian expenditures in George Washington Country, the Old West, and the Frontier West were small and therefore should be viewed in their proper perspective.

Graphically, the distribution of the 1.7 million Canadian vacation trips to the U.S. which generated \$483 million in tourism receipts, was as follows:

CHART 5

1973 CANADIAN VACATION TRIPS & EXPENDITURES IN THE U.S.



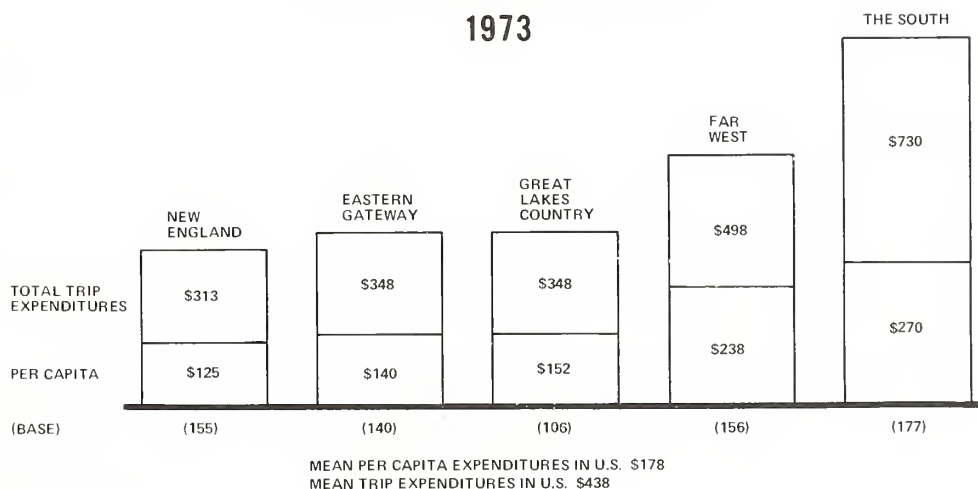
The average expenditure **per vacation party per trip** in 1973 was \$396 for total Canadian vacation travel, \$508 for travel to the U.S. and \$1,242 for travel to all other countries. Out of the average expenditure of \$508 for trips to the U.S. for one night or more, a total of \$438 was actually spent within the U.S. The remainder was spent in Canada or in other countries visited during the trip to the U.S.

TABLE 7
CANADIAN VACATION EXPENDITURES PER VACATION PARTY, 1973

Areas visited overnight or longer:	Average expenditures per vacation party	
	Per trip	Per day
	\$	\$
Total	396	31
Atlantic Provinces	379	29
Quebec	313	25
Ontario	298	24
Manitoba	489	24
Saskatchewan	444	24
Alberta	314	24
British Columbia	302	23
United States	508	37
All Other Countries	1,242	43

As mentioned previously, the average Canadian vacation **trip expenditure per party** in the U.S. was \$483 in 1973. The **per capita expenditure per trip** was \$178. (See Appendix E for more detailed information on expenditures by trip characteristics.) As can be seen below, the South received the largest **total trip** and **per capita** expenditures of Canadian vacation travelers.

CHART 6
CHARACTERISTICS OF CANADIAN TRIPS TO THE U.S.
PER CAPITA EXPENDITURES
1973



Various demographic segments of the Canadian market spent more than others in the U.S. The groups who spent the most tended:

- to live in cities
- to be middle-aged and older
- to be married
- to be well-educated and upscale
- to live in Quebec and Ontario

Those **staying at a vacation spot** had higher average expenditures (\$588) than vacationers motivated by other reasons.

And **plane** travelers spent much more than car travelers, in total and per day.

Summer travelers were the least lucrative, although their **per day** spending was average.

Interestingly, the longer the length of stay the greater the **total** expenditure, but **not** the **daily** spending. Short stay vacationers (1 to 5 nights) spent **twice** as much per day as long stay visitors (18 nights or more).

As expected, the greater the distance traveled, the higher the expenditure, with visitors to **The South Region** and the **Far West** spending the most.

The average trip between October and May contributed more to the United States economy than one between June and September.

And among the October to May trips, Canadians attracted to “vacation spots” spent the most, followed by those “sightseeing and doing things” in rural areas.

TABLE 8
CHARACTERISTICS AND EXPENDITURES OF CANADIAN TRAVELERS TO THE U.S., 1973

<u>TRAVELER CHARACTERISTICS</u>	<u>Per capita expenditures</u>	<u>Total trip expenditures</u>
40 or more years of age	\$197	\$489
Married	194	478
University education	246	606
Urban residence	185	455
Quebec/Ontario residence	195/193	480/474
Upper Socio-Economic level	240	590
Prof./Sales/White collar or retired/Pensioned	205/211	505/518
<u>TRIP CHARACTERISTICS</u>		
Staying at a vacation spot	\$219	\$588
Air travel	371	690
Winter vacation: October-May	205/230	518/554
Destination: Far West and or South	238/270	498/730
Mean per capita expenditure in the U.S.	\$178	
Mean total trip expenditures in U.S.		\$438

Residence of Canadian Vacationers.

The origin of vacationers to each area and the changes which took place since 1972 changed significantly in some instances. (See Appendix F for the definition of Canadian Regions)

For Quebec, residents of its own province became less important, partly due to the total decrease in travel by residents of that province, and to the increase in travel from the Atlantic Provinces.

The decline in home province travel among residents of Ontario and British Columbia also resulted in a decrease in contribution to those provinces' visitors.

Further, the increase in foreign travel by Ontario and Atlantic Province residents and the decrease in Quebec resident travel significantly altered the origin distribution for the United States and other countries.

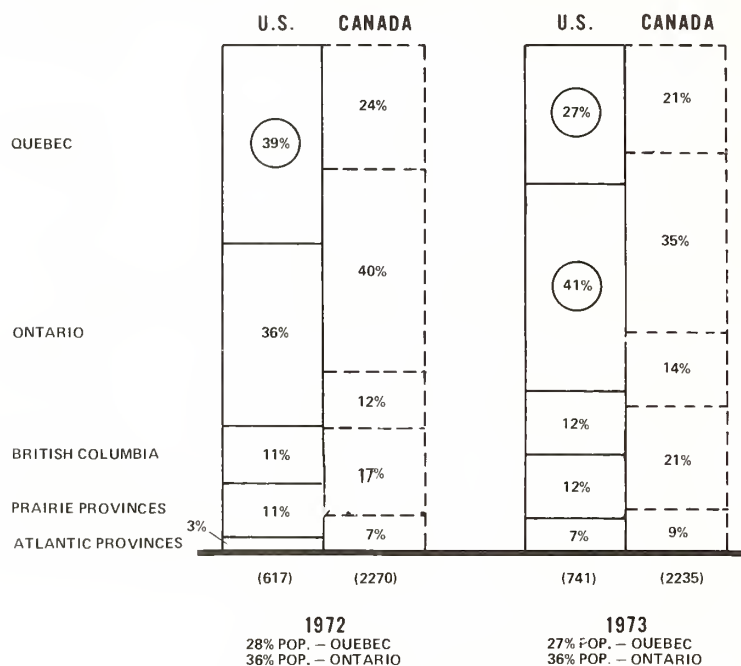
TABLE 9
DESTINATION OF CANADIAN VACATION TRIPS BY PLACE OF RESIDENCE, 1972-1973

Percent among trips to each place visited:	Overnight visitor origin						
	Atlantic Prov.	Quebec	Ontario	Manitoba	Sask.	Alberta	British Columbia
	%	%	%	%	%	%	%
Atlantic							
Provinces1972 ..	45	17	34	1	*	*	2
1973 ..	49	16	31	2	1	1	1
Quebec1972 ..	2	68	26	1	*	1	2
1973 ..	(6)	63	26	1	1	1	2
Ontario1972 ..	3	10	79	2	1	2	3
1973 ..	5	11	74	3	2	1	4
Manitoba1972 ..	2	6	32	37	7	7	9
1973 ..	2	7	25	36	13	7	11
Saskatchewan . .1972 ..	2	4	20	19	23	20	13
1973 ..	1	5	19	20	33	13	9
Alberta1972 ..	1	4	14	10	13	36	23
1973 ..	1	4	11	12	14	39	20
British							
Columbia1972 ..	1	5	11	5	6	20	53
1973 ..	2	3	12	6	5	24	48
United States . .1972 ..	3	39	36	3	2	6	11
1973 ..	(7)	27	(41)	4	2	6	12
Other							
Countries1972 ..	2	37	38	4	2	3	13
1973 ..	(4)	27	(46)	4	1	4	13

Travel **within Canada** during 1972 and 1973 was primarily from Ontario. A decrease was recorded, however, when the proportion of Canada's travelers from Ontario decreased from 40% in 1972 to 35% in 1973. The largest gain was recorded by British Columbia—in 1972, 17% of the travel within Canada came from British Columbia, compared to 21% in 1973.

In 1972 the largest proportion (39%) of the **Canadian visitors to the U.S.** was from Quebec, but by 1973 this proportion had declined to 27% and Ontario became the leading generator of Canadian vacation visitors to the U.S. Ontario's proportion increased from 36% in 1972 to 41% in 1973.

CHART 7
CHARACTERISTICS OF CANADIAN TRAVELERS-RESIDENCE



In 1973, 7% of the Canadian vacation visitors to the U.S. were from the **Atlantic** provinces. By way of comparison, in 1973, 27% of the Canadian vacation visitors to New England came from the Atlantic provinces, a proportion considerably higher than the national average of 7%. Massachusetts received 47% of its' Canadian visitors from the Atlantic provinces. (See Appendix G.)

In 1973, 48% of the Canadian vacation visitors to New England came from **Quebec**, compared to the national average of 27%. The Eastern Gateway received 38% of its' Canadian visitors from Quebec and the Frontier West, 35%. With respect to the states, New Jersey received 64% of its' visitors from Quebec, while Maine received 54%.

In 1973, 41% of the Canadian vacation visitors to the U.S. were from **Ontario**. Almost two-thirds (72%) of the Canadian visitors to the Great Lakes Country came from Ontario. Ontario residents accounted for 64% of the South's Canadian visitors, 59% of George Washington Country's Canadian visitors and 53% of the Eastern Gateway's Canadian visitors. With respect to the states, 63% of Florida's Canadian visitors came from Ontario and 61% of New York's Canadian visitors were from that area.

In 1973, 12% of the Canadian vacation visitors to the U.S. were from the **Prairies**. The Old West received 66% of its' visitors from the Prairies.

In 1973, 12% of the Canadian vacation visitors to the U.S. came from **British Columbia**. Half of the vacationers to the Far West came from British Columbia and 20% of the visitors to the Frontier West came from British Columbia in 1973. With respect to the states, 58% of the Canadian vacationers to Washington and 47% of the visitors to California came from British Columbia.

From 1972 to 1973 there was a notable decrease in the proportion of Quebec visitors to New York—from 53% in 1972 to 28% in 1973 and an increase in visitors from Ontario. The same pattern was seen in Florida. With respect to California, during this time period, the proportion of Quebec and Ontario vacationers decreased while the proportion of British Columbia visitors increased. In 1973, British Columbia residents accounted for 47% of California's Canadian visitors, compared to 37% in 1972.

There appears to be a definite seasonal Canadian travel pattern to the U.S. depending on the purpose of the visit. From **June to September** of 1973, 61% of the Canadians who traveled to the U.S. to stay at a vacation spot, came from Quebec. During this same period, 53% of the visitors who traveled to the U.S. to go sightseeing in cities and shopping, came from Ontario. About 28% of the visitors to the U.S. who traveled there for rural activities, came from Ontario, and another 37% came from Quebec. Forty percent of the Canadians who took trips to the U.S. to visit friends or relatives came from Ontario during this period. From **October to May**, 59% of the Canadians who traveled to the U.S. to stay at a vacation spot came from Ontario (compared to only 20% from June to September). During this same period, 48% of the visitors who traveled to the U.S. to go sightseeing in the cities and shopping, came from Ontario, slightly less than 53% recorded from June to September. City sightseeing and shopping was also less popular with Quebec residents from October to May than it was from June to September. From October to May, rural activities in the U.S. were quite popular with Ontario residents—53%, compared to 28% from June to September. From October to May, 49% of the Canadians who visited friends or relatives in the U.S. came from Ontario, while another 16% came from Quebec. (See Appendix H.)

The per capita expenditure of visitors to the U.S. from Ontario in 1973 was \$193, compared to \$195 for visitors from Quebec.

Sex

There was a relatively equal number of male and female Canadians who traveled to the U.S., as well as within Canada in 1972 and 1973. Male travelers to both these destinations increased marginally during these two years.

In 1973, male visitors to the U.S. accounted for 51% of the total vacation visitors (compared to 47% in 1972) and female visitors accounted for 49% of the vacation visitors (compared to 53% in 1972).

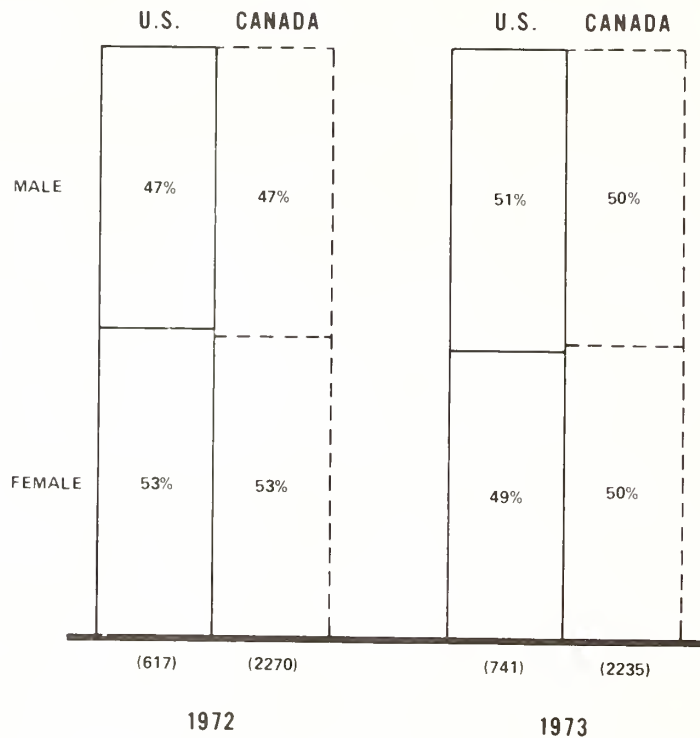
In 1973, a relatively large proportion of the Canadian visitors to the Great Lakes Country were male (61%) and a relatively small proportion were female (39%). During this year, only 41% of the Canadian visitors to New Jersey were male, while 59% were female.

From 1972 to 1973 the proportion of male visitors to New York, Florida, and California increased slightly while the proportion of female visitors to these areas decreased slightly. (See Appendix I.)

In 1973, the male per capita expenditure in the U.S. was \$187, compared to the female per capita expenditure of \$167.

CHART 8

CHARACTERISTICS OF CANADIAN TRAVELERS-SEX



Age

From 1972 to 1973 there was a slight decrease in the proportion of persons 50 years or over who traveled within Canada and to the U.S., while there was an increase in the proportion of persons aged 18-29 who traveled within Canada and to the U.S..

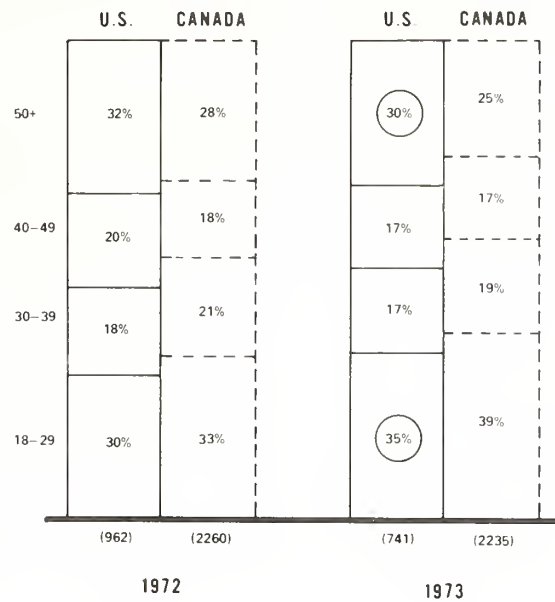
In 1972, 32% of the Canadian vacation travelers to the U.S. were 50 years or older. By 1973, this proportion had dropped to 30%. From 1972 to 1973, the proportion of Canadian vacation travelers to the U.S. aged 18-29 years increased from 30% to 35%.

A relatively high proportion of the visitors to the Old West were in the 18-29 year age group in 1973—52%. With regards to persons 50 years and over, there was a relatively high proportion of Canadian visitors to the South (38%) and the Frontier West (38%) in this age group. Only 14% of the visitors to the Frontier West were in the 18-29 year age group.

From 1972 to 1973, there was a slight increase in the proportion of travel to New York by persons in the 18-29 year age group and a marked decline in the proportion of Canadians in the 50 years and over age group who traveled to New York. During this period, there was a slight increase in the proportion of persons in the 18-29 year age group who traveled to Florida and a slight decrease in the proportion of Canadians in the 50 years and over age group who traveled to that state. California recorded a slight increase in youth travel (18-29 year age group), while the 50 years and over age group remained stable. (See Appendix J.)

Canadians in the 50 years and over age group had a per capita expenditure of \$199 in the U.S. in 1973, compared to \$159 for the 18-29 year age group.

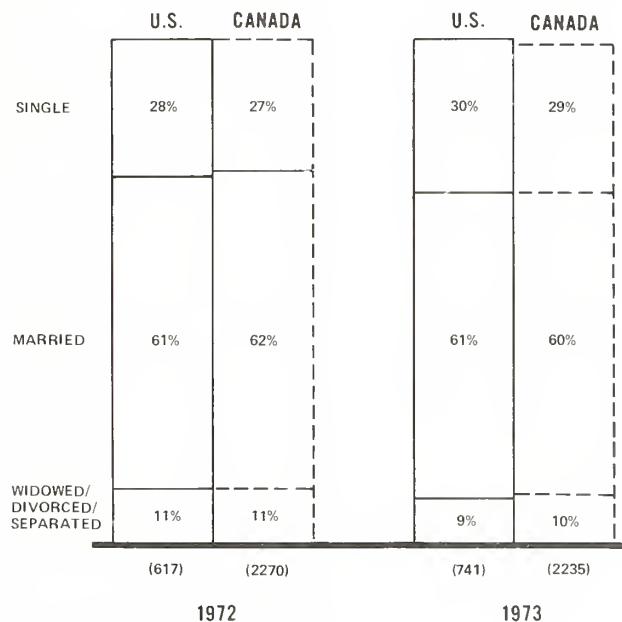
CHART 9
CHARACTERISTICS OF CANADIAN TRAVELERS-AGE



Marital Status

In 1972 and 1973, about 60% of the Canadian travelers to the U.S. as well as within Canada were married. There was a slight increase in single persons who traveled to the U.S. and within Canada during this period.

CHART 10
CHARACTERISTICS OF CANADIAN TRAVELERS-MARITAL STATUS



In 1973, a relatively large proportion (75%) of the Canadian visitors to the Frontier West were married (compared to the national average of 61%), while only 10% were single (compared to the national average of 30%). George Washington Country received the largest proportion of widowed/divorced/separated visitors—18%, compared to the national average of 9%. (See Appendix K.)

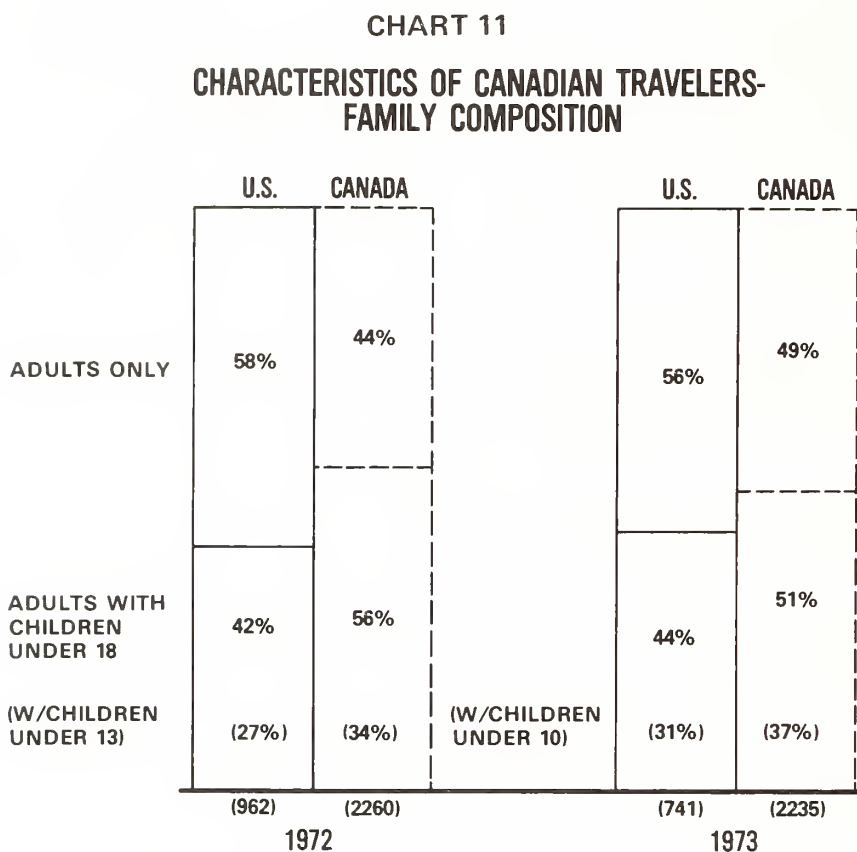
From 1972 to 1973, the proportion of single and widowed/divorced/separated Canadian vacationers to California decreased, while the proportion of married vacationers increased.

Married persons had a per capita expenditure of \$194 in the U.S., compared to single persons whose per capita expenditure was \$151 in 1973.

Family Composition

In 1973, 49% of the Canadians who traveled within Canada came from families consisting of adults only, compared to 44% in 1972.

When viewing Canadian travel to the U.S. the opposite pattern occurred. In 1972, 58% of the visitors came from families consisting of adults only, compared to 56% in 1973.



In 1973, 61% of the Canadian vacation visitors to the Old West and 60% of the visitors to the Frontier West came from families consisting of adults only, proportions slightly higher than the national average of 56% (See Appendix L.)

From 1972 to 1973, there was a substantial decrease in the proportion of visitors to Florida with families consisting of adults only—from 78% in 1972 to 53% in 1973. This trend was also evident in California where families with adults only accounted for 77% of the visitors from Canada in 1972 and 60% in 1973.

The 1973 per capita expenditure in the U.S. of the adult only families was \$175, compared to \$181 for families with children under 18.

Number of Adults From Own Household

In 1973, the average number of Canadian adults in the household of persons who traveled to the U.S. was 1.60. (See Appendix M.)

Number of Adults in Party

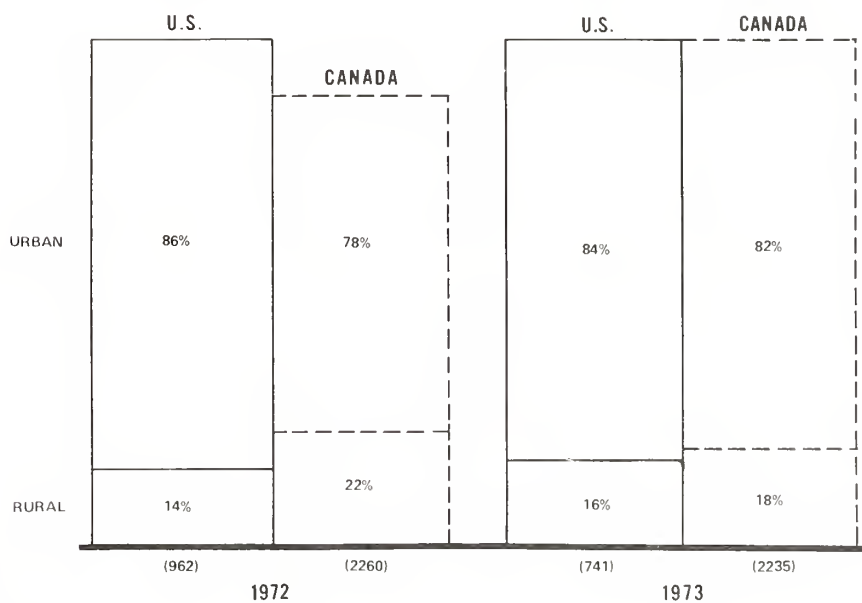
In 1973, the average number of Canadian adults in the party traveling to the U.S. was 2.46. (See Appendix N.)

Urban/Rural Residence

Canadians traveling within Canada primarily came from urban areas--78% in 1972 and 82% in 1973. There was a slight decrease in the proportion of travelers from rural areas—from 22% in 1972 to 18% in 1973.

Although over 80% of the Canadian vacation travelers to the U.S. came from urban areas in 1972 and 1973, there was a slight increase in the proportion of travelers from rural areas—from 14% in 1972 to 16% in 1973.

CHART 12
CHARACTERISTICS OF CANADIAN
TRAVELERS-URBAN/RURAL RESIDENCE



In 1973, 94% of the Canadian vacationers to the Eastern Gateway were from urban areas—a relatively large proportion compared to the national average of 84%. (See Appendix O.)

Canadian vacationers to Massachusetts from rural areas accounted for 27% of the total visitors to the state in 1973, a proportion somewhat higher than the national average of 16%.

From 1972 to 1973, there was an increase in the proportion of Canadian vacationers from urban areas who traveled to California—from 86% in 1972 to 92% in 1973. With respect to Florida there was a decrease in the proportion of vacationers from urban areas (from 89% in 1972 to 80% in 1973) and an increase in visitors from rural areas (from 11% in 1972 and 20% in 1973).

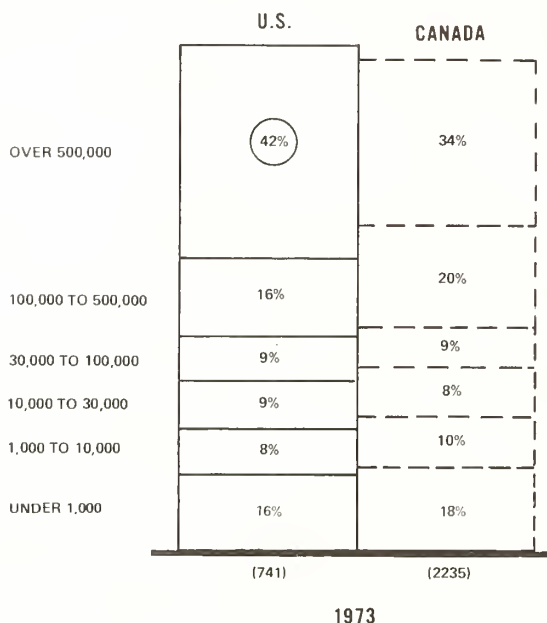
Urban visitors per capita expenditures in the U.S. in 1973 were \$185, compared to \$137 for rural visitors.

City Size

Although a large proportion (34%) of Canadian travelers within Canada came from cities with a population of over 500,000 in 1973, another 20% came from cities with a population between 100,000 and 500,000.

In 1973 almost half (42%) of the Canadian vacation visitors to the U.S. came from cities with a population of over 500,000.

CHART 13
CHARACTERISTICS OF CANADIAN TRAVELERS-CITY SIZE



In 1973, 56% of the travelers to the Eastern Gateway came from cities with a population of over 500,000 and only 7% from areas with a population of under 1,000. On the other hand, the Frontier West received 25% of its visitors from areas with a population of under 1,000. (See Appendix P.)

Level of Income

Only 24% of the Canadian vacation travelers who traveled only in Canada in 1973 were in the upper socio-economic group, compared to 33% of the Canadian travelers to the U.S.

CHART 14

CHARACTERISTICS OF CANADIAN TRAVELERS - LEVEL OF INCOME

	U.S.	CANADA
UPPER	33%	24%
UPPER-MIDDLE	22%	21%
MIDDLE	16%	20%
LOWER-MIDDLE	14%	18%
LOWER	14%	17%
	(741)	(2235)
	1973	

In 1973, the proportion of Canadian vacation visitors in the upper income group who traveled to the Frontier West accounted for 50% of their visitors. (See Appendix Q.)

Forty-six percent of the Canadian vacation visitors to New Jersey came from the upper income group in 1973.

Canadian visitors to the South in 1973, in the upper-middle income group, accounted for 29% of the visitors to that area. Thirty-five percent of the Canadian visitors to Massachusetts in 1973 were in the upper-middle income group.

The per capita expenditure of persons in the upper income group was \$240 in 1973, compared to \$173 for persons in the upper-middle income group.

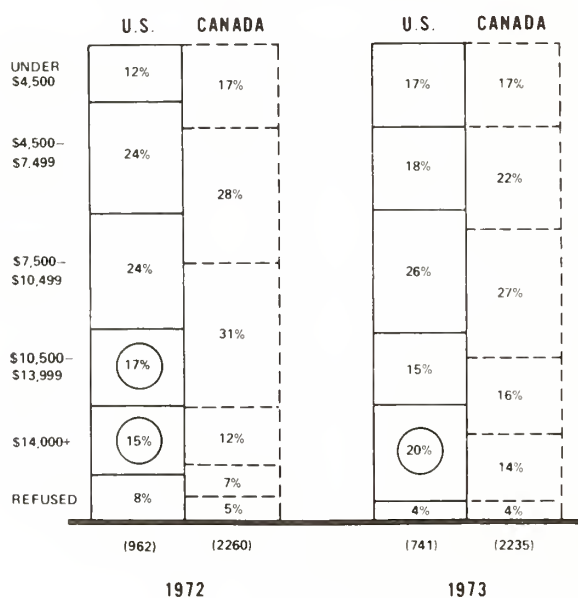
Income/Socio-Economic Group

The socio-economic level of Canadians who traveled within Canada increased from 1972 to 1973. In 1972, 7% of the vacationers had incomes of over \$14,000, compared to 14% in 1973. (See Appendix R.)

The same increase in the socio-economic level of Canadian vacationers to the U.S. also occurred from 1972 to 1973. In 1972, 15% of the Canadian vacationers to the U.S. had incomes over \$14,000, compared to 20% in 1973.

CHART 15

CHARACTERISTICS OF CANADIAN TRAVELERS INCOME/SOCIO-ECONOMIC GROUP



Occupation of the Head of Household

The heads of the households of Canadians who traveled only in Canada during 1972 and 1973 were generally in the professional fields, followed by persons in skilled labor jobs.

During 1972 and 1973, 45% of the heads of households of Canadian vacation visitors to the U.S. were employed in professional/sales/white collar positions. Heads of households in skilled labor jobs accounted for the second largest group—24% in 1972 and 27% in 1973.

In 1973, 53% of the heads of households of Canadian vacation visitors to the Eastern Gateway were in the professional/sales/white collar job categories. Fifty-five percent of New Jersey's visitors and 53% of New York's visitors were in this category. Heads of households of Canadian visitors in skilled labor jobs accounted for 38% of the visitors to the Great Lakes Country in 1973. (See Appendix S.)

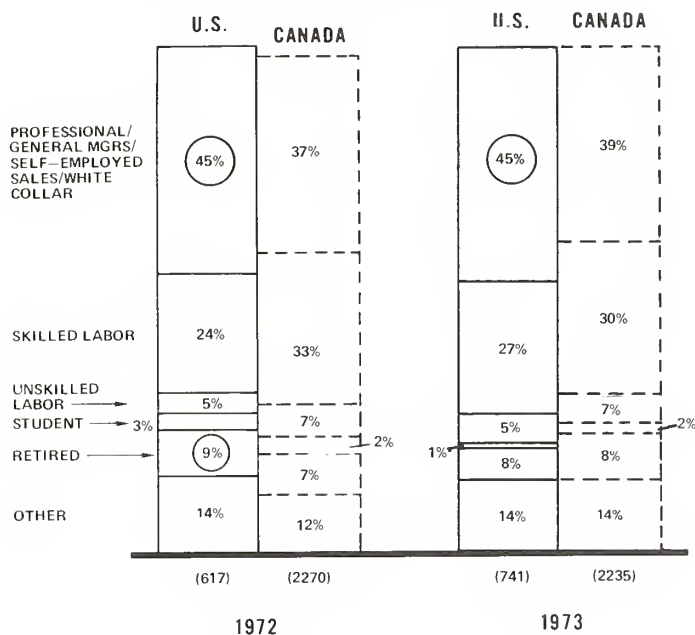
With respect to the states, heads of households of visitors in skilled labor positions accounted for 37% of the visitors to Maine and 37% of the visitors to Washington in 1973.

From 1972 to 1973, there was an increase in the proportion of the heads of households of Canadian vacation visitors in the professional/white collar/sales and skilled labor fields to New York and Florida. During this period, the proportion of heads of households of Canadian visitors to California in the professional/sales/white collar fields decreased, while the proportion of visitors in skilled labor jobs increased.

In 1973, the heads of households in professional/sales/white collar group had a per capita expenditure of \$205 in the U.S., in 1973, compared to \$148 for heads of households in skilled labor jobs.

CHART 16

CHARACTERISTICS OF CANADIAN TRAVELERS
OCCUPATION OF HEAD OF HOUSEHOLD



NOTE: TOTALS MAY NOT ADD TO 100% DUE TO ROUNDING.

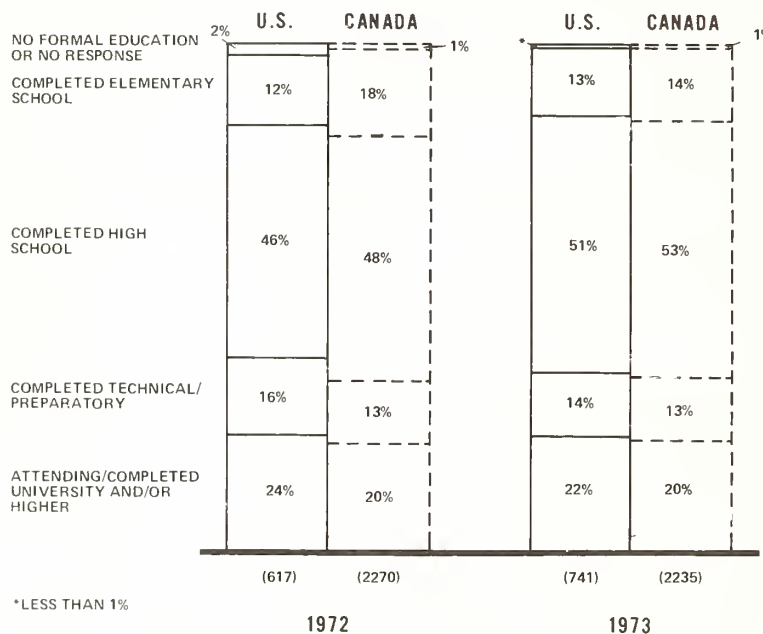
Education

The largest proportion of Canadian travelers within Canada was represented by persons with a high school education—48% in 1972 and 53% in 1973.

The largest proportion of Canadian travelers to the U.S. in 1972 and 1973 also had high school educations. The proportion of Canadian visitors in this category was 46% in 1972 and 51% in 1973. At the same time, the proportion of Canadians with a university education who traveled to the U.S. from 1972 to 1973 declined slightly—from 24% in 1972 to 22% in 1973.

CHART 17

CHARACTERISTICS OF CANADIAN TRAVELERS-EDUCATION



In 1973, 70% of the Canadian vacation visitors to the Frontier West had a high school education (considerably higher than the national average of 51%) and only 2% had a university education (compared to the national average of 22%). (See Appendix T.)

From 1972 to 1973, there was an increase in the proportion of Canadian visitors to Florida who had a university education—from 14% in 1972 to 23% in 1973.

Size of Traveling Party

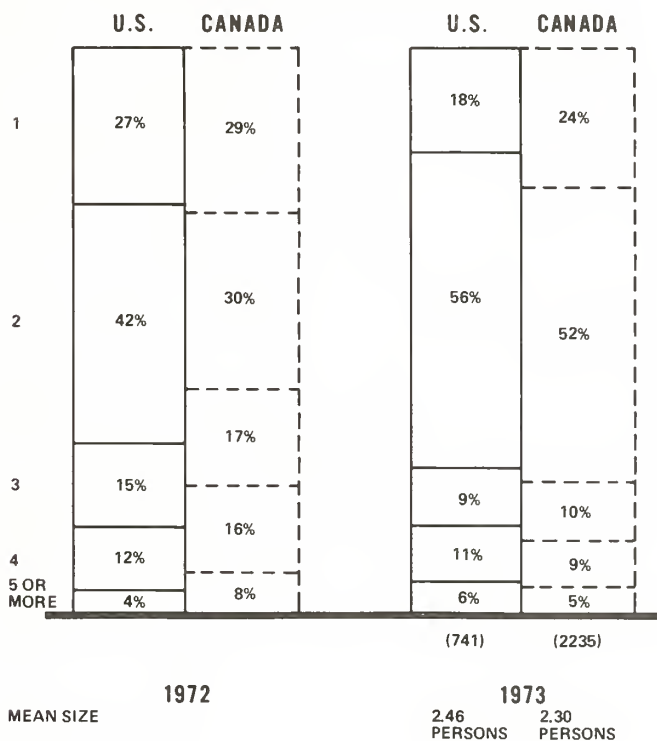
In 1973, the mean size of the Canadian traveling party to destinations within Canada was 2.30 persons.

The proportion of Canadian trips within Canada consisting of 2 persons increased from 30% in 1972 to 52% in 1973, while the proportion of trips consisting of 1 person declined.

In 1973 the mean size of the Canadian traveling party to the U.S. was 2.46 persons. From 1972 to 1973, there was an increase in the proportion of Canadian vacation trips to the U.S. consisting of 2 persons. In 1972, 42% of the vacation trips consisted of 2 persons, compared to 56% in 1973. At the same time, the proportion of trips consisting of one person decreased from 27% in 1972 to 18% in 1973. (See Appendix V.)

CHART 18

CHARACTERISTICS OF CANADIAN TRIPS SIZE OF TRAVELING PARTY



The 1973 per capita expenditure of Canadians who traveled to the U.S. with a high school education was \$166, compared to \$246 for visitors with a university education.

Purpose of Trip

Reasons for Canadian vacation travel changed very little over the past few years and 1973 was apparently no exception.

The changes in 1973 were very marginal ones—a slight drop in visiting friends or relations and “vacation spots” and a small gain in camping.

TABLE 10
MAIN PURPOSE OF CANADIAN VACATION TRIPS, 1967–1973

	Percent of total trips			
	1967	1970	1972	1973
	%	%	%	%
<u>Main purpose of trip:</u>				
To visit friends or relatives	45	47	(47)	(44)
To spend some time at a vacation spot	19	27	(25)	(23)
Sightseeing and doing things in cities and towns	11	14	11	13
Sightseeing and doing things <u>away</u> from cities and towns . .	9	15	13	14
Fishing, boating, other outdoor activities	12	14	10	10
Camping, tenting	8	9	10	(12)
Shopping	5	6	6	4
To stay at a summer place I own	4	5	5	3
To visit ‘Man and His World’/Expo	20	1	1	1
To attend sports, festivals, special events	3	6	5	5
Combined business and pleasure	5	8	10	9
Other	5	7	4	4

There were however, some changes in travel motivations regionally. For example, **Ontario** residents appeared to have been more interested in **sightseeing**, either in cities or in the countryside, and less likely to have visited relatives or friends in 1973.

Similarly, **Atlantic Province** residents were less apt to visit acquaintances and more inclined to sightseeing in cities or towns.

With **Quebeckers**, 1973 recorded a growth in camping and tenting. Among British Columbia residents, rural sightseeing and activities in the countryside were apparently less common in 1973 than in 1972.

TABLE 11
MAIN PURPOSES OF CANADIAN VACATION TRIPS BY PLACE OF RESIDENCE, 1972-1973

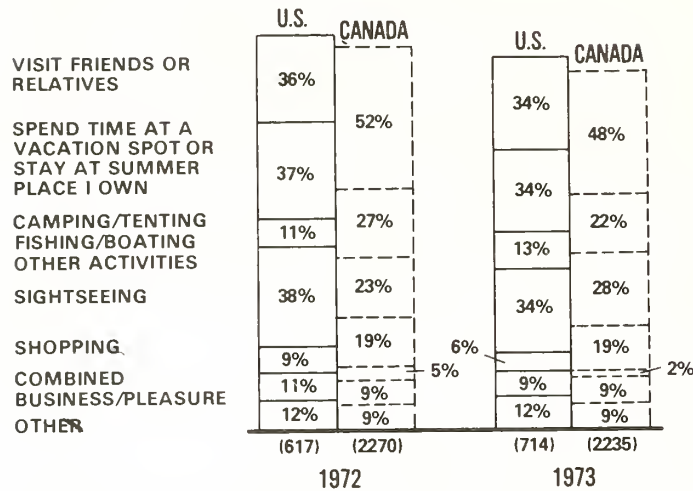
	Percent among trips taken by residents of:									
	Atlantic Provinces		Quebec		Ontario		Prairies		British Columbia	
	'72 %	'73 %	'72 %	'73 %	'72 %	'73 %	'72 %	'73 %	'72 %	'73 %
<u>Main purpose of trip:</u>										
To visit friends or relatives . . .	67	50	41	36	46	43	57	54	45	44
To spend some time at a vacation spot	16	13	35	32	24	25	22	17	16	14
Sightseeing and doing things <u>in</u> cities and towns	6	11	7	9	13	15	15	15	13	11
Sightseeing and doing things <u>away</u> from cities and towns. .	10	11	10	10	12	16	20	17	17	9
Fishing, boating, other outdoor activities	6	5	7	9	10	11	12	13	12	10
Camping, tenting	8	9	8	14	9	10	11	13	14	14
Shopping	9	4	5	2	6	5	7	3	6	3
To stay at a summer place I own	5	3	4	5	5	4	3	2	4	1
To visit 'Man and His World'/ Expo	2	1	2	1	1	1	*	1	*	1
To attend sports, festivals, special events	4	5	3	5	6	5	7	4	6	7
Combined business and pleasure	7	10	8	10	11	9	10	11	12	7
Other	1	7	6	5	4	2	2	5	3	2

From 1972 to 1973, there was a slight shift in the priorities of the purposes of Canadian travel within Canada. In 1973, visiting friends or relatives accounted for 48% of the trips (compared to 52% in 1972); camping/tenting/fishing/boating and other activities accounted for 28% of the trips in 1973 (compared to 23% in 1972); and spending time at a vacation spot or staying at a summer place I own accounted for 22% of the trips in 1973 (compared to 27% in 1972).

In 1973, the most popular reasons for Canadian travel to the U.S. were to visit friends or relatives (34%); to spend time at a vacation spot or summer place I own (34%); and sightseeing (34%). All of these activities recorded slight decreases from the proportions recorded in 1972. Travel to the U.S. for camping/tenting/fishing/boating and other activities increased marginally from 1972 to 1973.

CHART 19

CHARACTERISTICS OF CANADIAN TRIPS
PURPOSE OF TRIP *



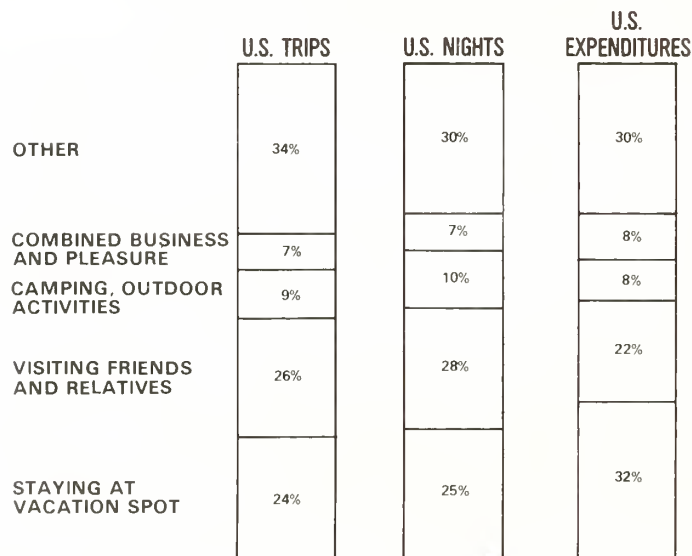
* INCLUDES MULTIPLE ANSWERS

When considering the primary reason for travel to the U.S. (as opposed to multiple reasons for the trip) Canadians staying at a vacation spot in the United States comprised one-quarter of all vacationers (24%), but, because of an unusually high per day expenditure, actually contributed one-third (32%) of all dollars spent in the United States in 1973.

With those visiting friends or relatives, an opposite pattern prevailed. They represented 26% of all trips, but marginally less, 22% of expenditures.

CHART 20

U.S. MARKET SHARE OF CANADIAN VACATION
TRIPS—BY PURPOSE OF TRIP 1973



Florida was a prime destination (to 37%) of Canadians **visiting vacation spots**. However, New England (attracted 20%) and the Eastern Gateway (16%) were also key areas.

New England was unusually popular to campers and outdoor recreationalists—drawing 3 out of 10.

California and the Great Lakes Region successfully induced business travelers to combine a vacation with their trip.

TABLE 12
MAIN PURPOSE OF CANADIAN VACATION TRIPS TO THE U.S. BY DESTINATION, 1973

Percent among overnight trips to U.S. for:						
	<u>Total</u>	Visiting		Camping, recreation	Business and pleasure	Other
		a vacation spot	VFR			
	(953)	(301)	(324)	(113)	(90)	(414)
	%	%	%	%	%	%
<u>Areas visited overnight or longer:</u>						
New England	21	20	24	30	25	15
Eastern Gateway	19	16	21	17	19	22
George Washington Country	8	7	8	7	6	10
The South	24	44	19	22	7	19
Florida	20	37	17	17	6	15
Great Lakes	14	10	14	13	21	19
Old West	7	4	7	7	8	8
Frontier West	3	1	3	2	8	3
Far West	21	13	21	23	29	25
California	11	5	13	8	23	13
Unspecified states	2	3	2	1	5	2

Viewed another way, in 1973, 50% of the Canadian vacation visitors to Massachusetts traveled there to visit friends or relatives, a proportion considerably higher than the national average of 34%. Spending time at a vacation spot or staying at a summer place they own, accounted for 60% of the South's Canadian visitors, 59% of Florida's visitors and 50% of Main's visitors in 1973 (compared to the national average of 34%). Sightseeing accounted for 60% of George Washington Country's Canadian visitors, 49% of the Far West's visitors, 52% of California's visitors, 47% of Washington's visitors and 45% of New York's vacation visitors in 1973, proportions higher than the national average of 34%. (See Appendix V.)

From 1972 to 1973, there were moderate increase in the proportion of Canadians who traveled to Florida for the purposes of visiting friends or relatives and spending time at a vacation spot or summer place they owned. With regards to Canadian vacation trips to California, from 1972 to 1973, there as a notable increase in the proportion of visitors who went to that area to visit friends or relatives, a decrease in the proportion who went there to spend time at a vacation spot or summer place they owned and a decrease in the proportion of sightseeing visitors.

The automobile maintained its dominance as the main mode of travel to the U.S. in 1973 among each purpose segment, and was never lower than 55%, which was the case with combined business and pleasure trips.

Only 28% of those who visited a vacation spot traveled by air, as did 30% who visited friends or relatives.

TABLE 13
PURPOSE OF CANADIAN VACATION TRIPS TO THE U.S. BY MODE OF TRAVEL, 1973

Percent among overnight trips to U.S. for:						
	Visiting a vacation spot	VFR	Camping, recreation	Business and pleasure	Other	
<u>Total</u>	<u>spot</u>	<u>VFR</u>	<u>recreation</u>	<u>pleasure</u>	<u>Other</u>	
(953)	(301)	(324)	(113)	(90)	(414)	
%	%	%	%	%	%	
<u>Mode(s) of travel:</u>						
Car	65	63	63	74	55	68
Motor camper	3	2	2	13	2	4
Plane	23	28	30	7	37	16
Bus	9	7	7	—	4	12
Other	5	3	4	6	4	3

*Adds to more than 100% due to multiple mentions.

Less than half (44%) of those who visited vacation spots in the U.S. in 1973 did so during the summer period of June to September. One-third (31%) preferred winter vacation attractions.

The fall was a popular time to combine a business and pleasure trip (to 22%).

As was expected, camping and outdoor recreation was overwhelmingly a summer activity. Three out of four (72%) preferred June to September.

TABLE 14
MAIN PURPOSE OF CANADIAN VACATION TRIPS TO THE U.S. BY SEASON OF TRAVEL, 1973

Percent among overnight trips to U.S. for:						
	Visiting a vacation spot	VFR	Camping, recreation	Business and pleasure	Other	
<u>Total</u>	<u>spot</u>	<u>VFR</u>	<u>recreation</u>	<u>pleasure</u>	<u>Other</u>	
(953)	(301)	(324)	(113)	(90)	(414)	
%	%	%	%	%	%	
<u>Month trip started:</u>						
June to September	51	44	46	72	47	52
October and November	13	12	15	2	22	13
December to March	26	31	29	20	25	23
April and May	10	13	10	6	5	12

Viewed another way, during the time periods June to September and October to November, the most popular reason for Canadian vacation travel to the U.S. was to visit friends or relatives.

From April to May of 1973, a slightly higher proportion (40%) of the visitors to the U.S. traveled there to spend time at a vacation spot, compared to 34% who traveled there to visit friends or relatives. (See Appendix W.)

Almost half (44%) of the Canadian vacationers who traveled to the U.S. in 1973 for 12-17 nights came to spend some time at a vacation spot. Almost half (45%) of the vacationers to the U.S. who spent 18 or more nights in the U.S. traveled there to visit friends or relatives. (See Appendix W.)

In 1973, Western Canada (29%) and Quebec (42%) were major sources for camping and recreational trips to the U.S. Only 27% came from Ontario—substantially less than the 41% overall share.

On the other hand, family ties were much stronger between Ontario and the United States than between Quebec and the U.S.

Quebec and Ontario were virtually equal sources, however, for visitors “staying at vacation spots.”

TABLE 15
MAIN PURPOSE OF CANADIAN VACATION TRIPS TO THE U.S. BY PLACE OF RESIDENCE, 1973

	Percent among overnight trips to U.S. for:					
	Visiting a vacation spot		Camping, recreation	Business and pleasure		Other
	Total	VFR				
	(953)	(324)	(113)	(90)	(414)	
	%	%	%	%	%	%
<u>Place of residence:</u>						
British Columbia	12	8	10	(13)	17	13
Prairie Provinces	12	7	14	(16)	15	15
Ontario	41	42	45	27	30	45
Quebec	<u>27</u>	<u>39</u>	<u>21</u>	(42)	<u>31</u>	<u>20</u>
English	9	9	7	11	8	9
French	18	30	14	(31)	23	11
Atlantic Provinces	7	3	10	2	7	8

The following table reveals that Canadians who visited vacation spots in the U.S. in 1973 were more upscale and “urban” than most.

Those who visited relations and friends, in contrast, were more downscale, older, and without children living at home. Also, 6 out of 10 were women.

Campers and outdoor activity participants tended to be much younger than most (46% were 18 to 29 years of age), had children, and lived in smaller communities. Six out of ten were men.

TABLE 16
MAIN PURPOSE OF CANADIAN VACATION TRIPS TO THE U.S. BY PROFILE OF TRAVELER, 1973

	Percent among overnight trips to U.S. for:					
	Total	Visiting a vacation spot	VFR	Camping, recreation	Business and pleasure	Other
	(953)	(301)	(324)	(113)	(90)	(414)
	%	%	%	%	%	%
<u>Family income:</u>						
Under \$7,500	20	18	(26)	15	29	17
\$7,500 to \$9,999	14	12	(17)	10	12	17
\$10,000 to \$14,999	25	24	22	23	20	28
\$15,000 to \$19,999	19	18	20	33	15	19
\$20,000 or more	18	(23)	10	18	23	16
Refused	4	5	5	1	2	4
<u>Age:</u>						
18-29 years	36	34	32	(46)	42	33
30-39 years	17	21	14	20	22	19
40-49 years	17	19	14	17	23	18
50 and over	30	26	(40)	16	13	30
<u>Family composition:</u>						
Adults only	56	53	(61)	46	56	56
Have school-age children	44	47	39	(54)	44	44
<u>Sex:</u>						
Male	51	51	40	59	63	53
Female	49	49	(60)	41	37	47
<u>City size:</u>						
Over 500,000	42	(47)	41	31	55	40
30,000 to 500,000	25	18	28	(23)	22	27
1,000 to 30,000	17	22	14	(26)	6	18
Rural	16	14	16	(20)	17	15
<u>Occupation of head of house:</u>						
Professional, sales, white collar	45	(49)	40	51	51	45
Skilled labour	27	26	24	33	22	29
Unskilled labour	5	5	5	2	3	5
Retired	8	8	12	6	1	8
Other	13	11	14	4	17	11
Refused	3	2	5	5	7	3

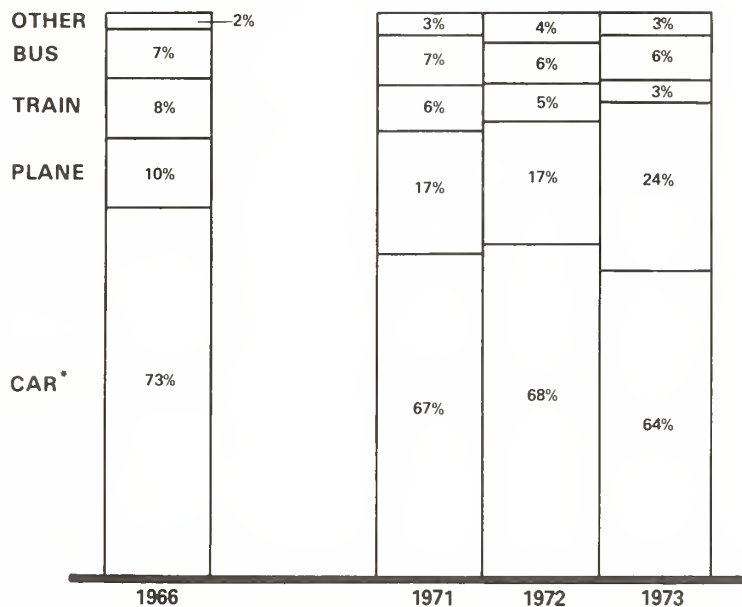
The 1973 Canadian per capita expenditures in the U.S. were \$178 for visiting friends or relatives, \$219 for spending time at a vacation spot or staying at a summer place they own, and \$188 for sightseeing.

Mode of Transport

One of the most significant changes in vacation patterns in 1973 was in air travel. From 1969 until 1972 the proportion of vacation trips taken by air remained constant at 17%. In 1973, however, the percentage rose to 24%—a dramatic increase. Most of this change was due to a rise in popularity of the airplane for inter-provincial vacation trips and the general increase in longer distance travel.

CHART 21

MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS 1966–1973



*IN 1973, "MOTOR CAMPER" WAS INCLUDED AS A SEPARATE ANSWER CATEGORY. IN THIS CHART IT IS ADDED TO "CAR" FOR GREATER COMPARABILITY.

Note: 1973 mode distribution has been prorated to 100% for comparability with earlier years while the detailed tables included multiple responses, consequently adding, in most cases, to slightly over 100%.

Interestingly, the increased popularity of the airplane was a broad one—reaching most segments of the travel market.

However, the growth was more remarkable among certain groups—for example, residents of and visitors to the **Atlantic Provinces** and among residents of **Ontario** and **British Columbia**.

In terms of destination, it was clearly with **domestic** travel that the most significant growth took place.

The airplane also became particularly popular with **unmarried** travelers.

TABLE 17
CHARACTERISTICS OF CANADIAN AIR VACATION TRAVELERS, 1972-1973

	Percent of trips taken by air		
	1972	1973	Change '72 to '73
	%	%	%
Total	17	24	+ 7
<u>Place of residence:</u>			
Atlantic Provinces	12	24	(+12)
Quebec	18	20	+ 2
Ontario	18	27	(+ 9)
Prairie Provinces	14	20	+ 6
British Columbia	18	28	(+10)
<u>Areas visited:</u>			
Atlantic Provinces	7	18	(+11)
Quebec	5	8	+ 3
Ontario	6	13	+ 7
Prairie Provinces	10	18	+ 8
British Columbia	14	21	+ 7
Total U.S.	20	22	+ 2
All Other Countries	82	85	+ 3
<u>Marital status:</u>			
Married	15	21	+ 6
Single	19	28	(+ 9)
Separated/widowed/divorced	24	28	+ 4
<u>Type of Dwelling:</u>			
Detached/Semi-detached		22	
Townhouse	N/A	19	N/A
Apartment		33	
Other		24	
<u>Education (Partial breakdown):</u>			
Graduated university	30	39	+ 9
Graduated college	20	32	+12
Graduated high school	18	23	+ 5
Completed public school	9	13	+ 4
<u>Socio-economic level:</u>			
Upper	22	31	+ 9
Upper middle	16	24	+ 8

TABLE 17
CHARACTERISTICS OF CANADIAN AIR VACATION TRAVELERS, 1972-1973 (Cont.)

	Percent of trips taken by air		
	1972	1973	Change '72 to '73
	%	%	%
Middle	16	23	+ 7
Lower middle	13	23	+10
Lower	16	15	1
<u>Language:</u>			
French Quebec	12	15	+ 3
All other	18	26	+ 8
<u>Family composition:</u>			
Adults only	21	29	+ 8
Have children under 18 years	12	18	+ 6

As would be expected, the chosen method of transportation differed substantially depending on the time of year.

In the "summer season" (June to September), 3 out of 4 trips were by car, while in "winter" (December to March) the airplane accounted for just under half (44%) of all trips.

In the "shoulder" seasons, about half of the travel was by car and one-third by air.

TABLE 18
MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS BY SEASON, 1973

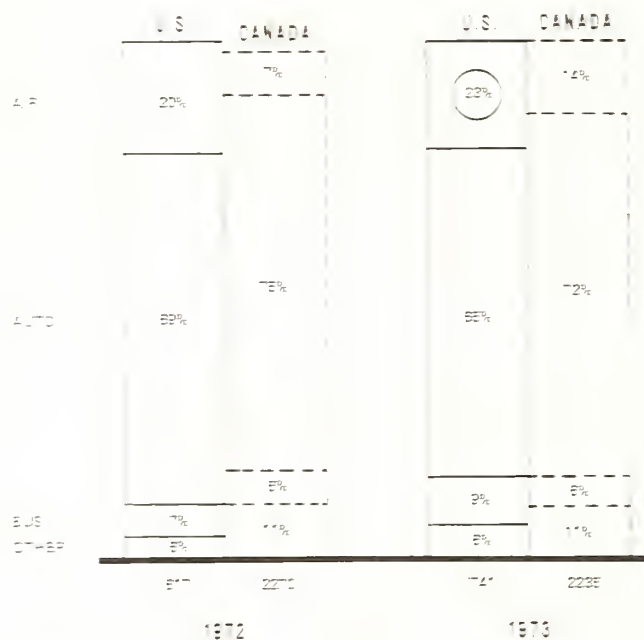
	Total	Percent of total trips			
		Dec. to March	April to May	June to Sept.	Oct. to Nov.
	%	%	%	%	%
Mode of travel:					
Car	61	38	48	71	50
Motor camper	3	2	3	4	4
Plane	24	44	34	16	31
Train	3	5	4	2	4
Bus	6	9	8	4	7
Other	3	3	3	3	4

In 1972, 75% of the Canadian trips within Canada were by auto, compared to 72% in 1973. In 1972, 7% of the Canadian trips in Canada were by air, compared to 14% in 1973.

The primary mode of transport used by Canadian vacationers while traveling to the U.S. in 1972 and 1973 was auto. However, the proportion of auto travelers decreased while air travel increased from 1972 to 1973. In 1972, Canadian auto traffic to the U.S. accounted for 69% of the trips. On the other hand, trips to the U.S. by air increased from 20% in 1972 to 23% in 1973.

CHART 22

CHARACTERISTICS OF CANADIAN TRIPS-MODE OF TRANSPORT *



* INCLUDES MULTIPLE MODES OF TRANSPORT

Canadian vacationers who traveled by air to the United States in 1973 represented only 23% of all Canadian visitors, but an analysis of expenditures reveals that their contribution to the U.S. economy was 35%—substantially higher.

The average expenditure in the U.S. by a party travelling by air was \$690, compared with \$377 for vacationers by car, and only \$268 for those by bus.

CHART 23

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRIPS TO THE U.S. BY EXPENDITURES

	TOTAL TRIPS TO U.S.	AIR TRIPS TO U.S.	AUTO TRIPS TO U.S.
AVERAGE TRIP EXPENDITURES	\$438	\$690	\$377
AVERAGE NUMBER OF ADULTS IN PARTY	2.46	1.86	2.57
PER CAPITA EXPENDITURES PER TRIP	\$178	\$371	\$145
AVERAGE NUMBER OF NIGHTS	11.7	14.5	10.4
TRIP EXPENDITURES PER DAY	\$37	\$48	\$36

Two states attracted the majority of air visitors to the United States. As many as 4 out of 10 were destined to Florida and another 2 in 10 (19%) to California. (See Appendix X.)

Canadians driving to the United States, on the other hand, preferred closer destinations such as New England (28%), the Eastern Gateway (20%), and the Great Lakes Region (16%). Only 14% drove as far as Florida and 8% to California. (See Appendix X.)

CHART 24

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRIPS BY REGIONAL DESTINATION *

	TOTAL TRIPS TO U.S.	AIR TRIPS TO THE U.S.	AUTO TRIPS TO U.S.
NEW ENGLAND	21%	8%	28%
EASTERN GATEWAY	19%	13%	20%
THE SOUTH	24%	43%	18%
FAR WEST	21%	26%	17%
GREAT LAKES COUNTRY	14%	6%	16%
GEORGE WASHINGTON COUNTRY	8%	5%	8%
OLD WEST	7%	4%	7%
FRONTIER WEST	3%	5%	2%
	(741)	(171)	(481)

* Includes multiple answers

CHART 25

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRIPS TO
THE U.S. BY SELECTED STATE DESTINATIONS*

	TOTAL TRIPS TO U.S.	AIR TRIPS TO U.S.	AUTO TRIPS TO U.S.
NEW YORK	16%	12%	16%
MAINE	10%	1%	14%
FLORIDA	20%	40%	14%
MASSACHUSETTS			
CALIFORNIA	7%	2%	9%
WASHINGTON	11%	19%	8%
NEW JERSEY	7%	6%	6%
	4%	3%	5%
	(741)	(171)	(481)

* Includes multiple answers

One of the most popular destinations for bus vacationers was the Far West Region.

TABLE 19

MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS
TO THE U.S. BY DESTINATION, 1973

	Percent among overnight trips to the U.S. by:				
	Total	Plane	Auto	Bus	Other
	(953)	(220)	(619)	(81)	(64)
	%	%	%	%	%
<u>Areas visited overnight or longer:</u>					
New England	21	8	(28)	11	7
Eastern Gateway	19	13	(20)	21	28
New York	16	12	16	16	28
George Washington Country	8	5	8	10	11
The South	24	43	18	17	19
Florida	20	(40)	14	12	19
Great Lakes	14	6	(16)	13	23
Old West	7	4	7	3	13
Frontier West	3	5	2	3	1
Far West	21	26	17	(33)	33
California	11	(19)	8	12	9
Unspecified states	2	1	3	2	—

Viewed another way, 88% of the Canadian visitors to New England traveled there by auto in 1973, compared to the national average of 65%. Forty-one percent of the visitors to the South traveled there by air, compared to the national average of 23%. With respect to the states, 46% of the Canadian vacationers to Florida and 40% of the visitors to California traveled there by air. (See Appendices Y-Z.)

The following table reveals differences in the **motivation of individuals traveling by plane, auto, and bus.**

For example, the majority of air travelers were either visiting friends and relatives (43%) or spending time at a vacation spot (38%).

Bus travelers, in contrast, split three ways—visiting friends or relatives (29%), spending time at a vacation spot (28%), or sightseeing (25% in cities and 16% in the countryside).

Those on driving vacations were not unlike bus travelers in their reasons for travel except for an expectedly higher interest in camping and outdoor activities.

TABLE 20
MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS
TO THE U.S. BY PURPOSE OF TRIP, 1973

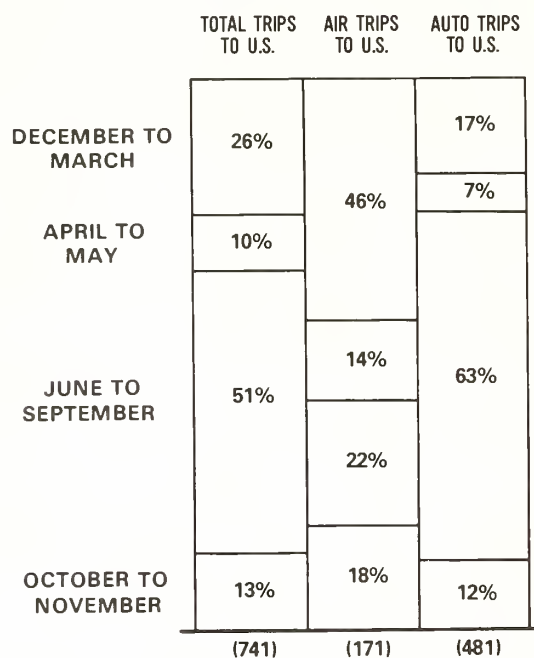
	Percent among overnight trips to the U.S. by:				
	Total	Plane	Auto	Bus	Other
	(953) %	(220) %	(619) %	(81) %	(64) %
<u>Main reason for travel:</u>					
Visit friends or relatives	34	(43)	33	(29)	28
Spend time at a vacation spot	32	(38)	31	(28)	27
City sightseeing	19	17	19	(25)	18
Rural sightseeing	15	10	17	(16)	15
Fishing, boating, outdoor activities	5	3	5	—	8
Camping, tenting	8	1	(10)	—	29
Shopping	6	4	6	9	6
Attend sports, festivals, special events	6	2	7	4	13
Combined business and pleasure	9	15	8	4	8
Other	8	9	8	12	2

Almost half (46%) of air travelers visited the U.S. during the winter (December to March), and another 32% in the spring and fall periods. The summer months (June to September) attracted less than one-quarter (22%). (See Appendix AA.)

In contrast, almost two-thirds (63%) of vacationers who drove to the United States preferred June to September.

CHART 26

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRIPS TO THE U.S. BY MONTH TRIP STARTED



Bus travelers had an interesting split. An unusually high proportion traveled during the winter months (38%) and in the spring (22%). Only 3 out of 10 (29%) traveled by bus during the summer.

TABLE 21
MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS
TO THE U.S. BY SEASON OF TRAVEL, 1973

	Percent among overnight trips to U.S. by:				
	Total	Plane	Auto	Bus	Other
	(953)	(220)	(619)	(81)	(64)
Month trip started:	%	%	%	%	%
June to September	51	22	63	29	53
October or November	13	18	12	11	10
December to March	26	46	18	38	29
April or May	10	14	7	22	9

Viewed another way, in 1973, 81% of the Canadian vacation trips to the U.S. during the period June to September were by auto, compared to only 10% for air travel. From December to March, however, the proportion of auto travel to the U.S. decreased to 43% and the proportion of air travel to the U.S. increased to 41%. (See Appendix BB.)

Twenty-six percent of the air trips were for 18 or more nights. (See Appendix Z.)

CHART 27

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRIPS TO THE U.S. BY NUMBER OF NIGHTS SPENT IN THE U.S.

	TOTAL TRIPS TO U.S.	AIR TRIPS TO U.S.	AUTO TRIPS TO U.S.
1 - 5	31%	20%	35%
6 - 11	33%	29%	33%
12 - 17	19%	25%	18%
18 & OVER	16%	26%	13%
	(741)	(171)	(481)

Sixty percent of the auto trips consisted of two persons. Only 13% of the auto trips were for 18 or more nights, while 68% were for 1-11 nights. (See Appendix AA.)

British Columbia was a major market for bus travelers to the U.S., as was Ontario in 1973. Surprisingly few (13%) came from Quebec.

French Quebecers indicated a preference for car travel.

CHART 28

1973 CHARACTERISTICS OF CANADIAN AIR AND AUTO TRAVELERS TO THE U.S. BY AVERAGE NUMBER OF PERSONS ON TRIP

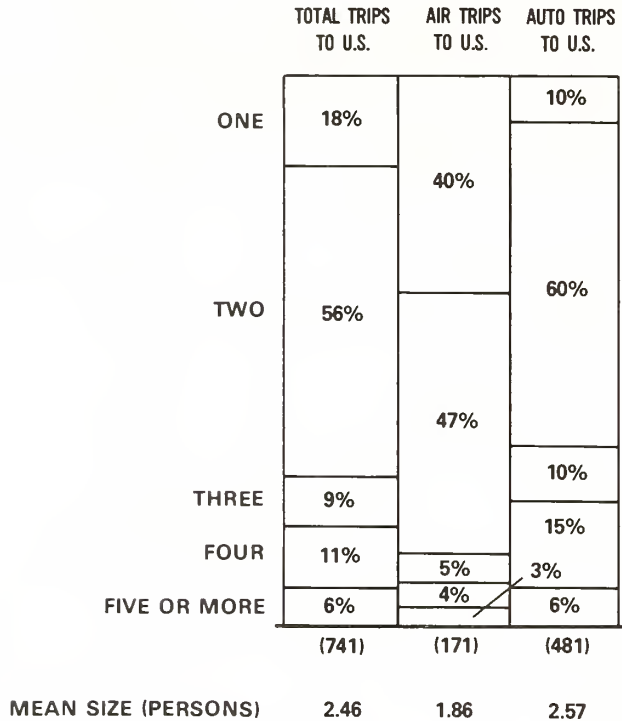


TABLE 22

MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS TO THE U.S. BY PLACE OF RESIDENCE, 1973

	Percent among overnight trips to U.S. by:				
	Total	Plane	Auto	Bus	Other
	(953)	(220)	(619)	(81)	(64)
	%	%	%	%	%
Place of residence:					
British Columbia	12	11	10	29	21
Prairie Provinces	12	12	14	7	16
Ontario	41	44	39	43	33
Quebec	27	24	30	13	26
English	9	11	7	—	23
French	18	13	23	13	3
Atlantic Provinces	7	8	8	8	4

Canadians who vacationed in the United States in 1973 by air tended to be upscale, both in terms of income and occupation, and lived in large metropolitan areas.

Bus travelers, in contrast, tended to live in smaller towns or rural areas, and earned substantially less. The most distinctive characteristic of the current bus market was that 74% were women, many of whom were over 50 years of age.

TABLE 23
MAIN MODE OF TRANSPORT USED ON CANADIAN VACATION TRIPS TO
THE U.S. BY PROFILE OF TRAVELERS, 1973

	Percent among overnight trips to U.S. by:				
	Total	Plane	Auto	Bus	Other
	(953)	(220)	(619)	(81)	(64)
	%	%	%	%	%
<u>Family income:</u>					
Under \$7,500	20	20	20	(38)	17
\$7,500 to \$9,999	14	10	15	19	18
\$10,000 to \$14,999	25	23	27	14	20
\$15,000 to \$19,999	19	15	20	14	22
\$20,000 or more	18	(28)	15	10	17
Refused	4	4	4	4	6
<u>Age:</u>					
18-29 years	36	30	38	18	46
30-39 years	17	16	18	17	15
40-49 years	17	19	17	10	18
50 and over	30	36	27	(55)	22
<u>City size:</u>					
Over 500,000	42	(57)	38	34	30
Under 500,000	58	43	62	(66)	70
<u>Sex:</u>					
Male	51	48	54	26	54
Female	49	52	46	(74)	46
<u>Occupation of head of house:</u>					
Professional, sales, white collar	45	(56)	43	25	37
Skilled labour	27	15	30	17	38
Unskilled labour	5	4	5	5	5
Retired	8	8	7	(22)	6
Other	13	12	12	28	12
Refused	3	4	3	4	3

The per capita expenditure for Canadian auto trips was \$147 and \$371 for air trips to the U.S. in 1973.

Seasonality of Trips

Canadian summer travel in 1973 was not as popular as it was in previous years. In 1966, 52% of all Canadian vacation trips were taken in July and August. In 1969, the proportion had declined to 49% and, by 1973, dropped to 45%.

TABLE 24
SEASONALITY OF CANADIAN VACATION TRIPS 1966-1973

	Percent of trips		
	1966	1969	1973
	%	%	%
Month trip started:			
January	3	2	③
February	3	4	4
March	5	4	⑤
April	5	4	4
May	4	6	6
June	8	10	8
July	30	28	25
August	22	21	20
September	7	8	⑨
October	5	7	⑧
November	3	2	③
December	5	4	⑤

The seasonal preferences for travel within Canada, to the U.S. and all other country destinations differed in 1973. Between 45% and 58% of the trips to Canadian provinces were during July and August. On the other hand, only 36% of the visitors to the U.S. traveled there during July and August.

This could partly be attributed, of course, to the greater appeal of the United States as a winter destination compared with Canada. Between December and March, Florida received 63% of its Canadian visitors. With respect to Canadian vacation travel to all other countries, only 25% traveled there during July and August.

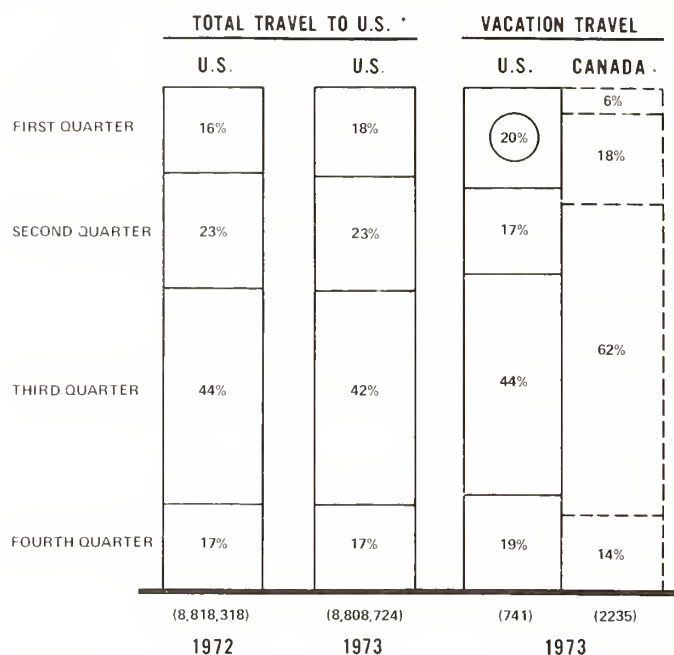
TABLE 25
SEASONALITY OF CANADIAN VACATION TRIPS BY AREAS VISITED 1973

Month trip started	Percent of trips									
	Areas visited overnight or longer									
	Total %	Atlantic Provinces %	Quebec %	Ontario %	Prairie Provinces %	British Columbia %	U. S. A. Total %		Florida %	All other countries %
January	3	—	2	2	1	2	6	(16)		6
February	4	1	2	1	5	3	5	(12)		8
March	5	3	3	3	3	3	9	(24)		9
April	4	3	2	3	2	5	6	6		6
May	6	6	4	5	5	10	4	3		9
June	8	9	10	7	10	10	7	2		8
July	25	30	39	29	26	23	19	4	12	15
August	20	25	19	24	22	23	17	8		10
September	9	8	7	11	11	7	7	3		8
October	8	8	7	9	8	7	9	7		8
November	3	3	2	3	3	3	5	6		6
December	5	4	5	2	3	4	6	(11)		6

In 1973, 62% of the within Canada vacation trips were in the third quarter of the year and only 6% in the first quarter of the year.

Although 44% of the Canadian vacation trips to the U.S. in 1973 were in the third quarter, a large percentage (20%) were during the first quarter of the year. (See Appendix CC.)

CHART 29
CHARACTERISTICS OF CANADIAN TRIPS-SEASONALITY



* DATA FROM STATISTICS CANADA

The winter, spring and fall markets were significantly more "lucrative" to the United States economy than they would appear, judging from the numbers of travelers in each season.

For example, summer visitors represented half (51%) of all trips by Canadians, yet only 39% of expenditures.

Winter vacationers, on the other hand, comprised 26% of the market, but contributed 32% of the expenditures by Canadians in the United States.

One out of every two Canadians vacationing in the United States in 1973 during the winter traveled to **Florida** (49%).

The popular summer destinations were New England, Eastern Gateway, and the Great Lake Region.

During the "off-season" (fall and spring), California appeared to hold unusual appeal.

CHART 30

U.S. MARKET SHARE OF CANADIAN VACATION TRIPS—BY SEASON 1973

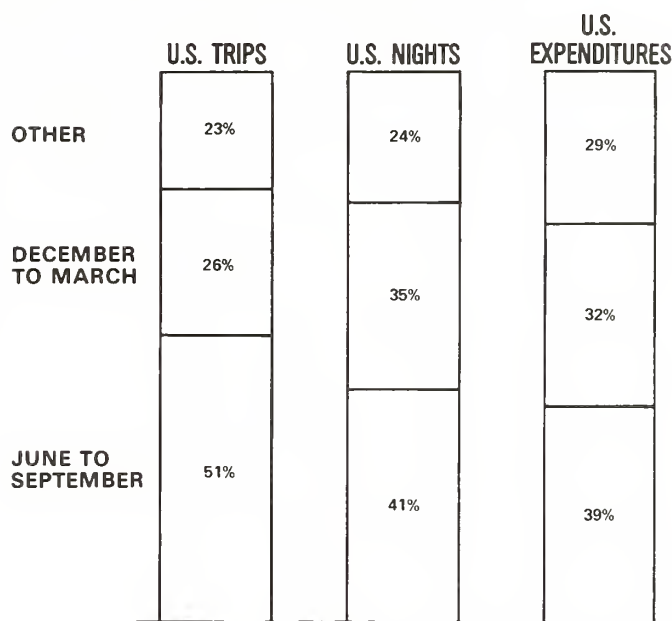


TABLE 26

SEASONALITY OF CANADIAN VACATION TRIPS TO THE U.S. BY DESTINATION, 1973

Percent among overnight trips to U.S. in:

	<u>Total</u>	<u>Summer</u>	<u>Winter</u>	<u>Fall/Spring</u>
	(953)	(484)	(247)	(222)
	%	%	%	%
<u>Areas visited overnight or longer:</u>				
New England	21	(30)	10	14
Eastern Gateway	19	(25)	12	14
George Washington Country	8	9	6	6
The South	24	10	54	20
Florida	20	7	(49)	18
Great Lakes	14	(19)	5	14
Old West	7	7	4	9
Frontier West	3	1	5	4
Far West	21	19	15	33
California	11	7	11	(20)
Unspecified states	2	2	1	4

Summer and driving vacations were virtually synonymous—81% of all summer trips were by car. During the winter 4 out of 10 trips were by plane, and during the spring and fall 3 out of 10 by plane.

TABLE 27
SEASONALITY OF CANADIAN VACATION TRIPS TO THE U.S. BY MODE OF TRAVEL, 1973

	Percent among overnight trips to U.S. in:			
	<u>Total</u>	<u>Summer</u>	<u>Winter</u>	<u>Spring/Fall</u>
	(953)	(484)	(247)	(222)
<u>Mode(s) of Travel</u> *:	%	%	%	%
Car	65	81	44	54
Motor camper	3	4	2	3
Plane	23	10	41	32
Bus	9	5	12	12
Other	4	3	5	2

*Adds to more than 100% due to multiple-mentions.

Obviously tying in with the popularity of Florida in the winter, almost 4 out of 10 (38%) winter vacationers spent their time at a "vacation spot." Sightseeing accounted for another 3 in 10, while 38% visited friends or relatives during their winter (December to March) trip.

The incidence of camping was naturally highest in the summer period (14%), but the proportion participating in "outdoor activities" was equal in summer and winter (at 5% to 6%).

TABLE 28
SEASONALITY OF CANADIAN VACATION TRIPS TO THE U.S. BY PURPOSE OF TRIPS, 1973

	Percent among overnight trips to U.S. in:			
	<u>Total</u>	<u>Summer</u>	<u>Winter</u>	<u>Spring/Fall</u>
	(953)	(484)	(247)	(222)
<u>Main reasons for travel:</u>	%	%	%	%
Visit friends or relatives	34	31	38	36
Spend time at a vacation spot	32	28	38	33
City sightseeing	19	21	16	18
Rural sightseeing	15	17	14	15
Fishing, boating, outdoor activities ..	5	5	6	2
Camping, tenting	8	14	4	2
Shopping	6	5	5	9
Attend sports, festivals, special events	6	5	6	8
Combined business and pleasure	9	9	9	11
Other	8	5	6	5

The table below, illustrating origin of visitors, reveals a very interesting pattern.

With **summer** vacations, the Quebec market was equally as important as the Ontario market (each contributing 34% to 35% of Canadian vacationers to the U.S. in 1973), but in **winter**, Quebec's share dropped to only one-third that of Ontario. As many as 55% of winter vacationers to the United States were from Ontario, while only 17% come from Quebec.

In the "shoulder periods", spring and fall, British Columbia contributed an unusually high percentage—22%, while Ontario's share (at 39%) was once again well above that of Quebec (at 21%).

TABLE 29
SEASONALITY OF CANADIAN VACATION TRIPS TO THE U.S. BY PLACE OF RESIDENCE, 1973

	Percent among overnight trips to U.S. in:			
	Total	Summer	Winter	Spring/Fall
	(953)	(484)	(247)	(222)
	%	%	%	%
<u>Place of residence:</u>				
British Columbia	12	11	8	22
Prairie Provinces	12	13	11	11
Ontario	41	34	55	39
Quebec	27	35	17	21
English	9	9	6	11
French	18	26	11	10
Atlantic Provinces	7	6	9	7

The winter vacationer to the U.S. in 1973, as shown in the following table, tended to be slightly older and without children living at home, in comparison with the summer vacationer.

Summer travelers had a wide income range—with 62% earning a family income over and 34% under \$10,000 per year. Four out of ten were white collar workers, and an unusually high proportion in skilled labour (33%).

Winter vacationers illustrate some contrast. They tended to polarize in terms of income and occupation. One-quarter were earning over \$20,000 per year in family income, but an equal number were earning less than \$7,500. Almost half (47%) were in white collar occupations, but 11% were retired and 16% in other low pay/no pay situations such as students and widows.

TABLE 30
SEASONALITY OF CANADIAN VACATION TRIPS TO THE U.S. BY PROFILES OF TRAVELERS, 1973

	Percent among overnight trips to U.S. in:			
	<u>Total</u>	<u>Summer</u>	<u>Winter</u>	<u>Spring/Fall</u>
	(953) %	(484) %	(247) %	(222) %
<u>Family Income:</u>				
Under \$7,500	20	20	(24)	18
\$7,500 to \$9,999	14	14	15	12
\$10,000 to \$24,999	25	28	16	29
\$15,000 to \$19,999	19	22	17	15
\$20,000 or more	18	12	(23)	(23)
Refused	4	4	5	3
<u>Age:</u>				
18-29 years	36	36	31	41
30-39 years	17	20	14	13
40-49 years	17	17	20	16
50 and over	30	27	(35)	31
<u>Family composition:</u>				
Adults only	56	51	(59)	(62)
Have school-age children	44	49	41	38
<u>City size:</u>				
Over 500,000	42	41	39	(50)
Under 500,000	58	59	61	50
<u>Occupation of head of house:</u>				
Professional, sales, white collar	45	42	(47)	47
Skilled labour	27	(33)	16	26
Unskilled labour	5	4	5	5
Retired	8	8	(11)	8
Other	13	12	(16)	10
Refused	3	1	5	2

Length of Stay

The average trip duration of Canadian vacation travelers were virtually unchanged from 1972—an average of 12.8 nights in 1972 and 13.0 nights in 1973. However, regionally, trips by Atlantic Province and Quebec residents increased significantly in average duration, while British Columbia residents, in contrast, took shorter trips.

TABLE 31
LENGTH OF CANADIAN VACATION TRIPS, 1966-1973

	Average number of nights away on Vacation trips			
	<u>1966</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>
<u>Residence at time of trip:</u>				
Total Canada	13.2	13.3	12.8	13.0
Atlantic Provinces	12.8	11.5	11.1	12.6
Quebec	12.2	12.7	12.8	13.8
Ontario	13.4	13.3	12.1	12.9
Manitoba	15.6	13.7	15.4	13.6
Saskatchewan	12.8	11.6	11.8	12.9
Alberta	12.4	13.5	12.7	11.2
British Columbia	14.2	16.0	15.4	12.7

The number of nights spent in Ontario increased marginally in 1973, while travel to the Western Provinces and to the United States was of shorter duration.

TABLE 32
LENGTH OF TRIPS OF CANADIAN VACATION TRIPS BY AREAS VISITED, 1967-1973

	Average number of nights away on trips			
	<u>1967</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>
<u>Areas visited:</u>				
Atlantic Provinces	15.1	13.5	13.6	13.0
Quebec	11.1	12.3	12.3	12.3
Ontario	13.5	12.8	11.3	12.3
Prairie Provinces	15.3	14.7	15.4	13.2
British Columbia	14.7	14.1	15.6	13.3
U.S.A. (including Alaska)	15.7	14.2	15.4	13.7
All other countries	27.3	30.6	25.9	26.1

As mentioned previously, the mean length of stay of Canadian travelers within Canada in 1973 was 13.0 days. Slightly over 30% of the Canadian travelers to the U.S. and within Canada had vacations from 6-11 days.

The mean length of stay of Canadian visitors to the U.S. in 1973 was 11.7 nights. (The 13.7 nights indicated in the previous table includes time spent in Canada on the way to and from the U.S.) Twenty percent stayed between 1-3 nights; 45% stayed between 4-11 nights; 26% stayed 12-23 nights and 9% stayed 24 or more nights.

CHART 31

CHARACTERISTICS OF CANADIAN TRIPS-LENGTH OF STAY

	U.S.	CANADA
1-3 DAYS	20%	19%
4-5 DAYS	12%	16%
6-11 DAYS	33%	32%
12-23 DAYS	26%	26%
24 + DAYS	9%	8%
	(741)	(2235)
	1973	
MEAN LENGTH OF STAY	11.7 DAYS	13.0 DAYS

The mean lengths of stay in the various regions in 1973 ranged from a low of 7 nights in the Old West to a high of 22 nights in the Frontier West. With respect to the states, the longest mean length of stay was in California (20 nights), followed by Florida (18 nights) and the shortest length of stay was in Maine (9 nights). (See Appendix DD.)

Detailed information of Canadian trips to the U.S. by number of nights spent and traveler and trip characteristics can be found in Appendix EE.

In 1973 Canadians who stayed 18 nights and over in the U.S. had a per capita expenditure of \$379, compared to \$63 for persons who stayed only 1-5 nights.

Attitudes Towards Travel in the U.S.

Canadians who had visited the U.S. had a much stronger attraction to the U.S. (or a much weaker attraction to Canada) than the non-visitor. In addition, previous visitors had more of a feeling of freedom when traveling in the U.S. and felt the U.S. had better family entertainment, than did non-visitors. There appeared to be a strong attraction among previous visitors to specific places and vacation spots. Basically, it was the positive aspects of the United States rather than the negative aspects of Canada which were the deciding factors in selecting the U.S. as a vacation destination.

There were some interesting differences regionally in attitudes toward the U.S.

Atlantic province residents, for example, who visited the U.S. felt much more strongly about the **similarity** of the U.S. to Canada and about the degree of **prestige** a visit there afforded than did non-visitors. To these individuals, **beaches** and **closeness** were clearly not attractive features. In fact, unlike other Canadians,

Maritime visitors tended to think that the U.S. did not have better beaches and **disagreed** that Canada necessitated traveling greater distances than a vacation in the U.S.

In contrast, to French Quebecers, the **beaches** were one of the significant attractions of the U.S., along with **better weather**. **Family entertainment** was much less important to the French Canadian visitor to the U.S. than it was to other Canadians, however.

British Columbia visitors felt more strongly than most that "Canada has inferior recreational facilities" which suggested an attraction to U.S. recreational facilities and a sense of freedom not found in Canada.

CHART 32

POSITIVE ATTITUDES TOWARDS TRAVEL IN CANADA vs THE U.S. 1973

1. <u>VACATION SPOT</u>	-CHOOSING A VACATION SPOT IS MORE IMPORTANT THAN THE COUNTRY
2. <u>WEATHER</u>	-THE U.S. HAS BETTER WEATHER FOR VACATIONS THAN DOES CANADA
3. <u>BEACHES</u>	-THE U.S. HAS GOOD BEACHES
4. <u>DISTANCES</u>	-ONE DOES NOT HAVE TO TRAVEL AS FAR BETWEEN POINTS OF INTEREST IN THE U.S. AS THEY DO WHEN TRAVELING IN CANADA

CHART 33

ATTITUDES TOWARDS TRAVEL IN CANADA VS THE UNITED STATES 1973

	AGREE COMPLETELY OR STRONGLY		
	Total	Visited USA	Did Not Visit USA
1. WHEN I CHOOSE A VACATION SPOT, I THINK OF THE PLACE ITSELF AND DON'T EXPECIALLY CONSIDER WHETHER IT'S IN CANADA OR THE U.S.	43%	50%	37%
2. THE WEATHER IN THE U.S. IS USUALLY BETTER FOR VACATIONS THAN IT IS IN CANADA.	23%	28%	18%
3. THE U.S. STILL HAS BETTER BEACHES THAN CANADA DOES.	19%	23%	14%
4. A VACATION IN OTHER PROVINCES WOULD INVOLVE HAVING TO TRAVEL GREATER DISTANCES BETWEEN POINTS OF INTEREST THAN ONE IN THE U.S.	20%	22%	18%
5. TO MY MIND, CANADA IS GETTING TO BE A BETTER VACATION SPOT THAN IS THE U.S.	47%	40%	52%
6. VACATIONING IN THE U.S. IS ALMOST LIKE NOT BEING OUT OF THE COUNTRY.	11%	15%	20%

Characteristics of Canadian Vacation Trips and Travelers to U.S. Regions and States in 1973

The characteristics of Canadian vacation travelers to regions and states in the U.S. in 1973 differed significantly. The following highlights only provide information on the regions. Data on the characteristics of travelers to selected states is contained in the following detailed sections on travel to specific U.S. regions.

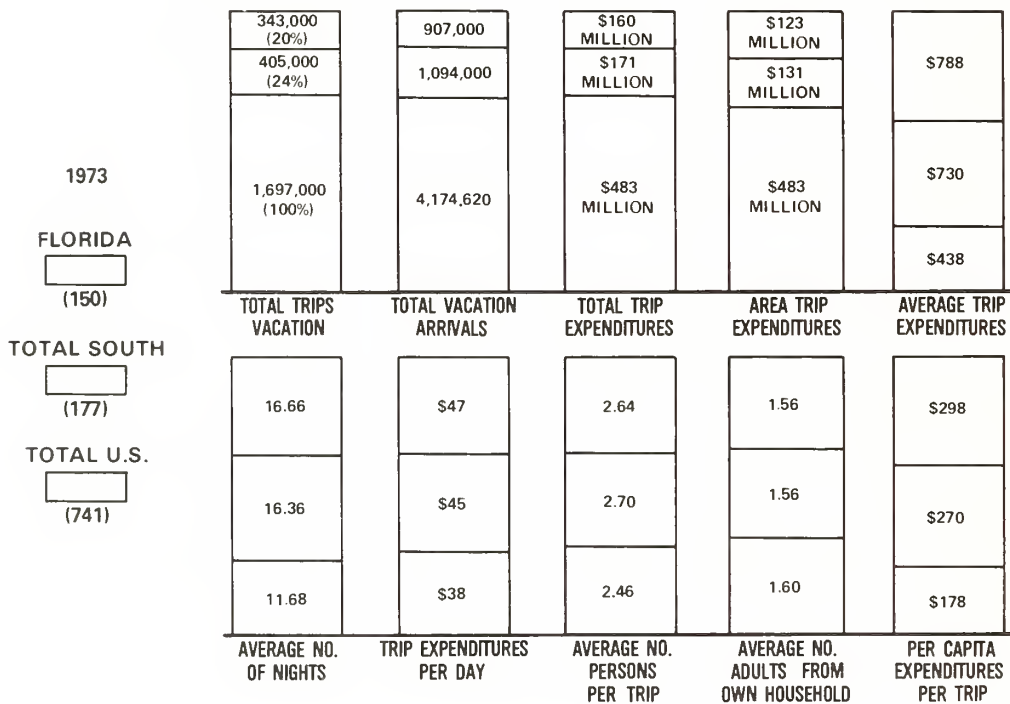
Canadian Vacation Travel to the South in 1973

In 1973, an estimated 405,000 vacation trips were taken by Canadians to the South, representing 24% of the total 1.7 million trips to the U.S. Based on an average of 2.70 persons per trip, total Canadian vacation arrivals in the South were 1,094,000 in 1973.

Canadian vacation travelers spent an estimated \$131 million in the South or 27% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in the South was \$730, compared to the national average of \$438. The average per capita expenditure was \$270, compared to the national average of \$178.

CHART 34

CHARACTERISTICS OF CANADIAN TRIPS TO THE SOUTH – 1973 EXPENDITURES IN U.S. ONLY



The most predominant characteristics of Canadian vacation travelers to the South in 1973 were: 28% were 18-29 years of age and 38% were 50 years or more; 67% were married; 81% were from urban areas; 64% were from Ontario; 47% of the visitors had incomes of over \$7,499; 46% of the heads of the household were in professional/sales/white collar professions and 20% in skilled labor jobs; 53% had at least a high school education and 22% had a university education.

The predominant characteristics of Canadian vacation **trips** to the South in 1973 were: 60% were to spend time at a vacation spot and 32% were for sightseeing; 50% were made by automobile and 41% by air; 48% were during the first quarter of the year; and the mean length of stay was 16 nights with 43% of the trips lasting between 12-23 nights.

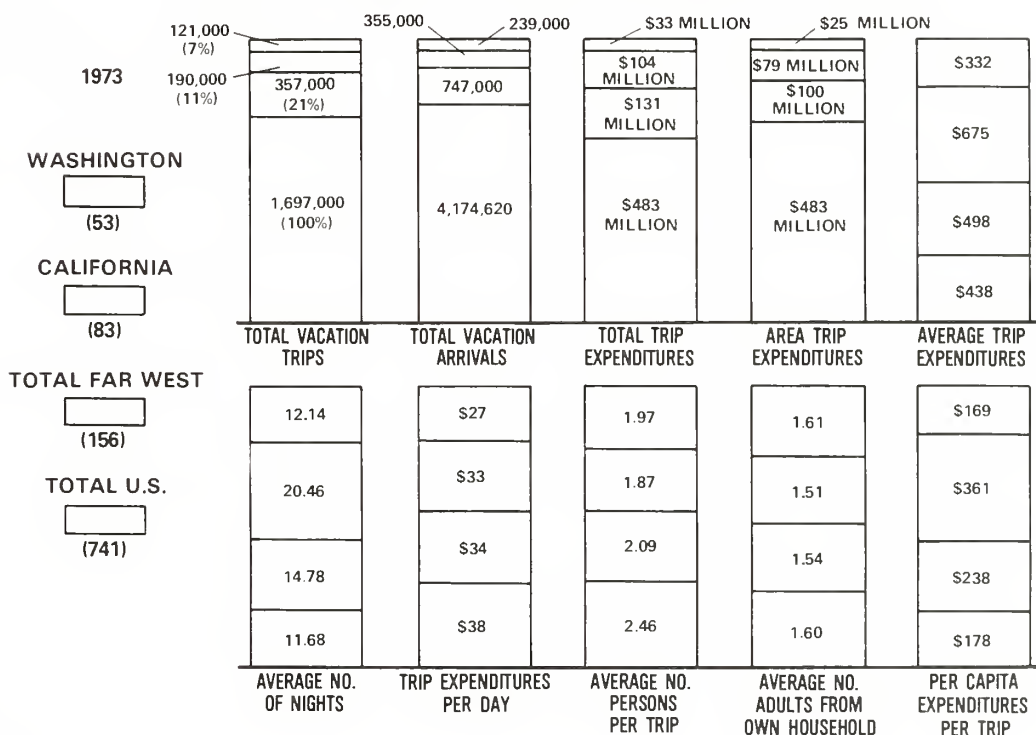
Canadian Vacation Travel to the Far West In 1973

In 1973, an estimated 357,000 vacation trips were taken by Canadians to the Far West, representing 21% of the total 1.7 million trips to the U.S. Based on an average of 2.09 persons per trip, total Canadian vacation arrivals in the Far West were 747,000 in 1973.

Canadian vacation travelers spent an estimated \$100 million in the Far West or 20% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in the Far West was \$498, compared to the national average of \$438. The average per capita expenditure was \$238, compared to the national average of \$178.

CHART 35

CHARACTERISTICS OF CANADIAN TRIPS TO THE FAR WEST — 1973 EXPENDITURES IN U.S. ONLY



The predominant characteristics of Canadian vacation **travelers** to the Far West in 1973 were: 36% were 18-29 years old and 34% were 50 years and over, 62% were married; 58% were from families consisting of adults only; 85% were from urban areas; 50% were from British Columbia; 28% earned between \$7,500 and \$10,499 while 24% earned below \$4,500; 46% of the heads of the household were in professional/sales/white collar professions and 23% in skilled labor jobs; and 52% had a high school education.

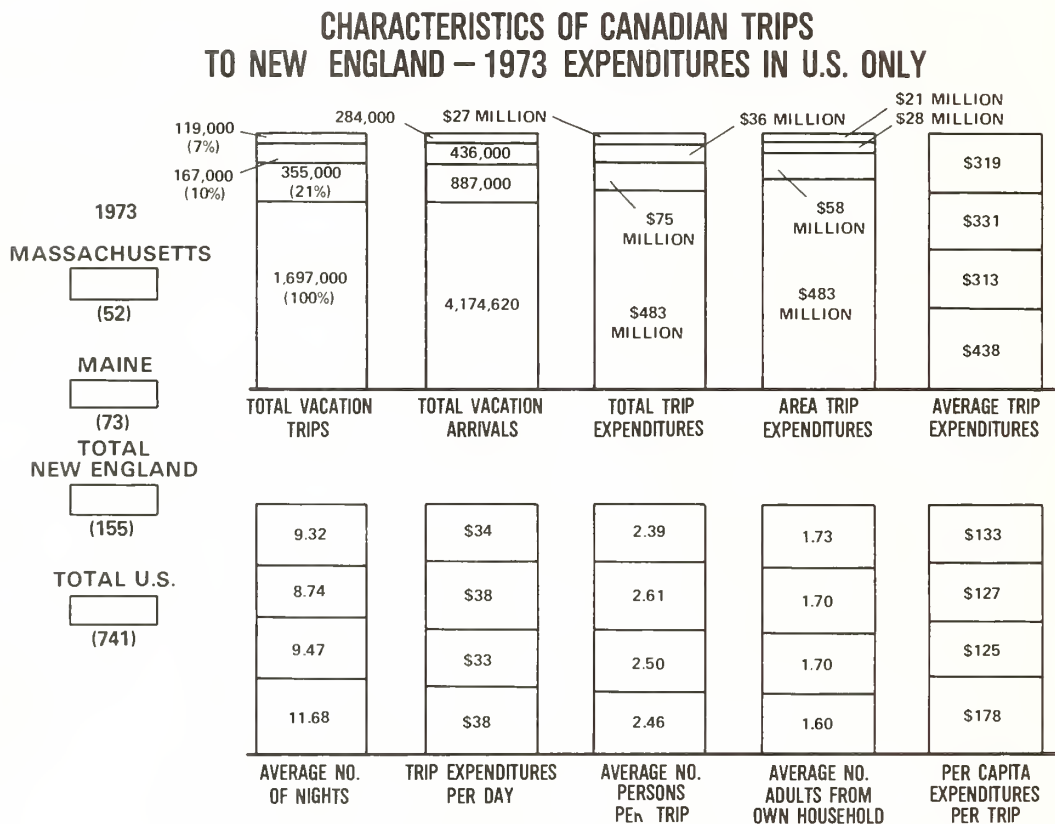
The predominant characteristics of Canadian vacation **trips** to the Far West were: 49% were for sightseeing; 34% were to visit friends or relatives; 50% were made by auto; 35% were taken during the 3rd quarter of the year, while 28% occurred during the 2nd quarter and 25% during the 4th quarter; the mean length of stay was 15 nights, with 28% of trips lasting 6-11 nights and 27% of trips lasting 12-23 nights.

Canadian Vacation Travel to New England in 1973

In 1973, an estimated 355,000 vacation **trips** were taken by Canadians to New England, representing 21% of the total 1.7 million trips to the U.S. Based on an average of 2.50 persons per trip, total Canadian vacation **arrivals** in New England were 887,000 in 1973.

Canadian vacation travelers spent an estimated \$58 million in New England or 12% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in New England was \$313, compared to the national average of \$438. The average per capita expenditure was \$125, compared to the national average of \$178.

CHART 36



The predominant characteristics of Canadian vacation **travelers** to New England in 1973 were: 57% were married; 80% were from urban areas; 48% were from Quebec; 61% had incomes below \$10,500; 46% of the heads of households had professional/sales/white collar professions, while 30% were in skilled labor jobs; 48% had a high school education, and 25% had attended college.

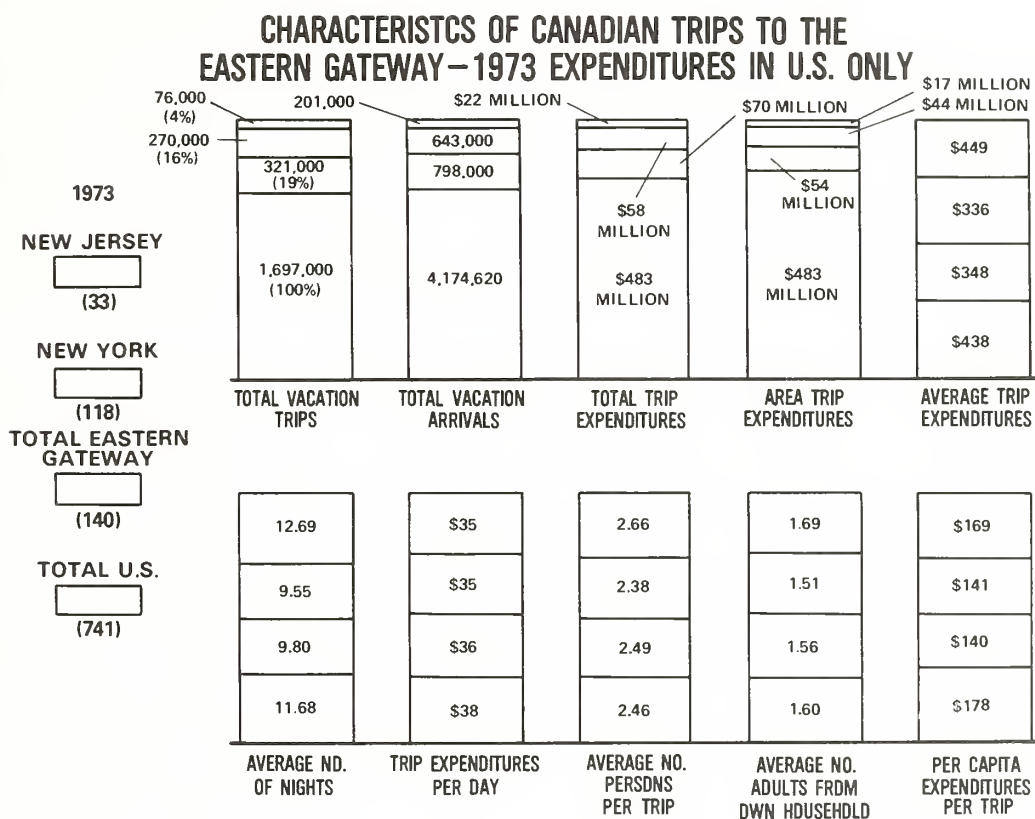
The predominant characteristics of Canadian vacation **trips** to New England were: 38% were for vacation purposes and 38% were to visit friends or relatives; 88% were made by automobile; 66% were taken during the third quarter of the year; the mean length of stay was 9 nights with 38% staying 6-11 nights.

Canadian Vacation Travel to the Eastern Gateway in 1973

In 1973, an estimated 321,000 vacation **trips** were taken by Canadians to the Eastern Gateway, representing 19% of the total 1.7 million trips to the U.S. Based on an average of 2.49 persons per trip, total Canadian vacation **arrivals** in the Eastern Gateway were 798,000 in 1973.

Canadian vacation travelers spent an estimated \$54 million in the Eastern Gateway or 11% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in the Eastern Gateway was \$348, compared to the national average of \$438. The average per capita expenditure was \$140, compared to the national average of \$178.

CHART 37



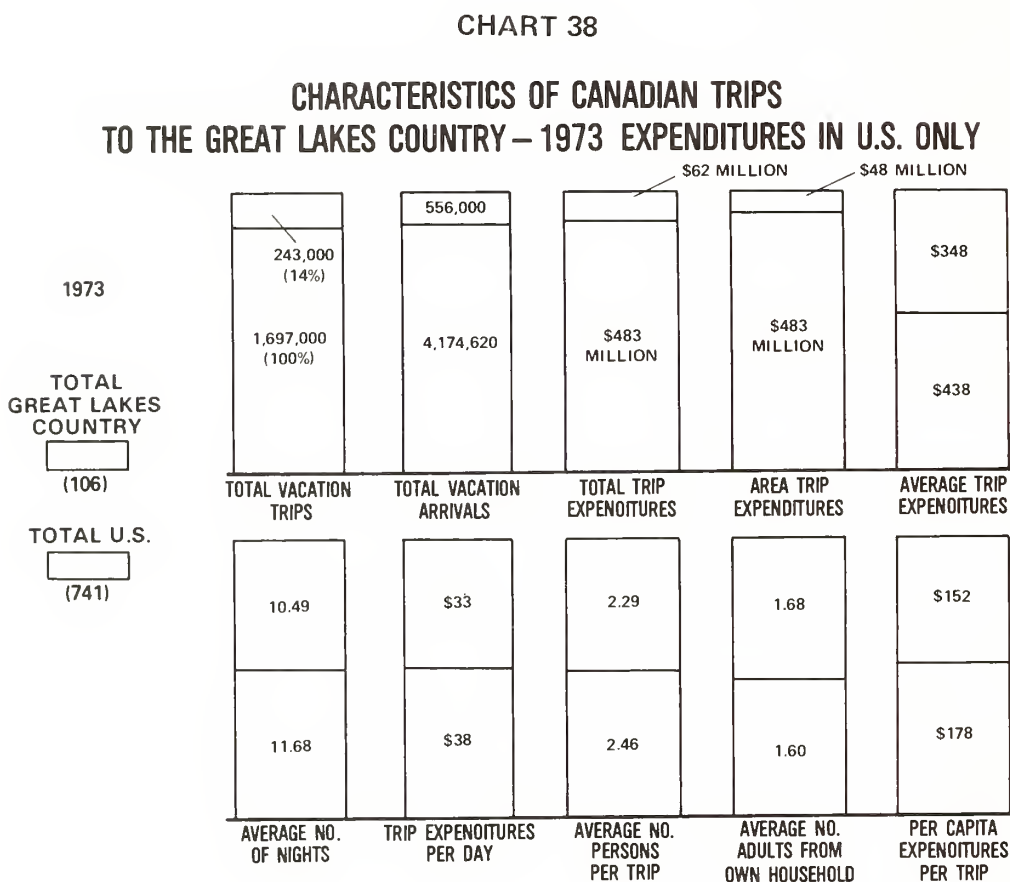
The most predominant characteristics of Canadian vacation **travelers** to the Eastern Gateway in 1973 were: 35% were between 18-19 years of age; 54% were married; 94% were from urban areas; 53% were from Ontario and 38% from Quebec; almost half (47%) had incomes between \$4,500-10,499; 53% of the heads of households had professional/sales/white collar professions, while 28% were in skilled labor jobs; and 48% had a high school education.

The most predominant characteristics of the Canadian vacation **trips** to the Eastern Gateway were: 40% were for sightseeing, 38% were to visit friends or relatives; 68% were made by automobile; 58% were during the third quarter of the year; and the mean length of stay was 10 nights with 35% staying between 6-11 nights.

Canadian Vacation Travel to the Great Lakes Country in 1973

In 1973, an estimated 243,000 vacation **trips** were taken by Canadians to the **Great Lakes Country**, representing 14% of the total 1.7 million trips to the U.S. Based on an average of 2.29 persons per trip, total Canadian vacation **arrivals** in the Great Lakes Country were 556,000 in 1973.

Canadian vacation travelers spent an estimated \$48 million in the Great Lakes Country or 10% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in the Great Lakes Country was \$348, compared to the national average of \$438. The average per capita expenditure was \$152, compared to the national average of \$178.



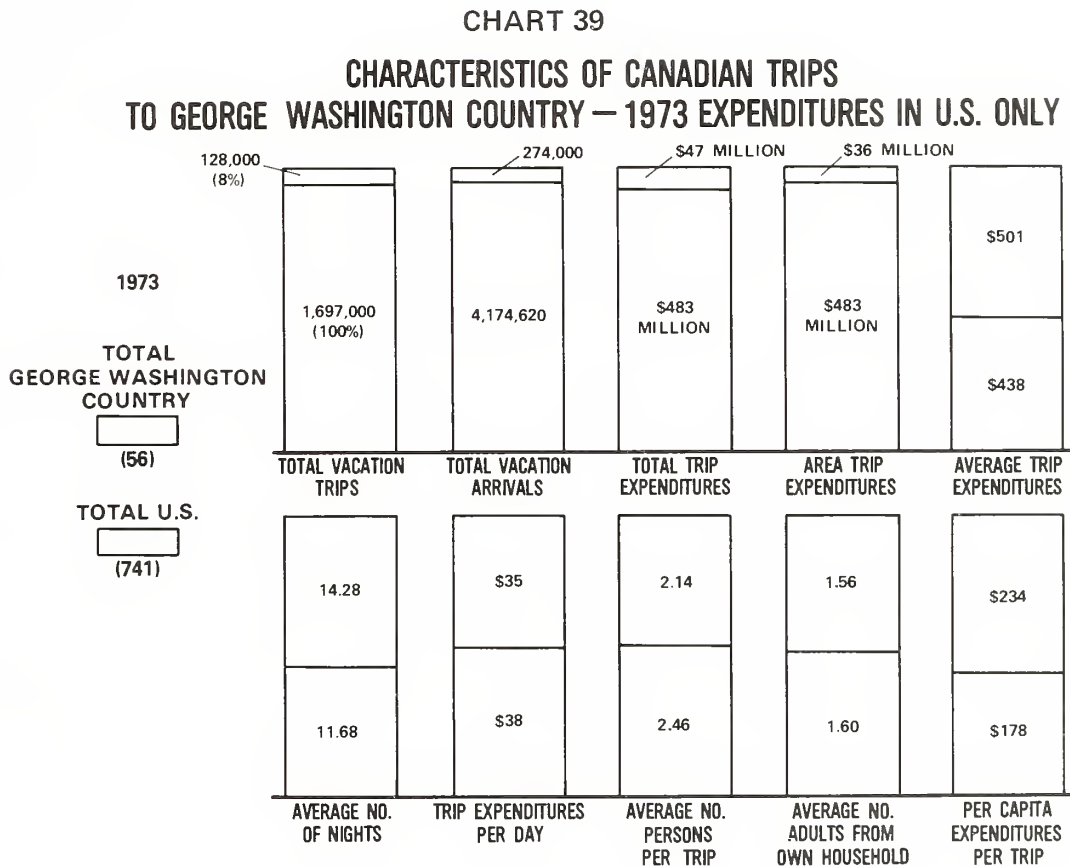
The most predominant characteristics of Canadian vacation **travelers** to the Great Lakes Country in 1973 were: 30% were 50 years of age or more; 68% were married; 82% were from urban areas; 71% were from Ontario; incomes were evenly distributed with the plurality of 26% in the \$7,500-10,499 bracket; 38% of the heads of the household were in skilled labor jobs and 36% had professional/sales/white collar professions; and 53% had a high school education.

The predominant characteristics of Canadian vacation trips to the Great Lakes Country in 1973 were: 42% were for sightseeing and 34% to visit friends or relatives; 74% were made by automobile; 55% were made during the third quarter of the year; and the mean length of stay was 10 nights with 31% of the trips lasting 1-3 nights.

Canadian Vacation Travel to George Washington Country in 1973

In 1973, an estimated 128,000 vacation trips were taken by Canadians to George Washington Country, representing 8% of the total 1.7 million trips to the U.S. Based on an average of 2.14 persons per trip, total Canadian vacation arrivals in George Washington Country were 274,000 in 1973.

Canadian vacation travelers spent an estimated \$36 million in George Washington Country or 7% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure to George Washington Country was \$501, compared to the national average of \$438. The average per capita expenditure was \$234, compared to the national average of \$178.



In 1973, the predominant characteristics of Canadian vacation travelers to George Washington Country were: 33% were 18-29 years old, while 36% were 50 years and over; 55% were married; 36% had incomes between \$7,500 and \$10,499; 87% were from urban areas; 59% were from Ontario; 40% of the heads of the household had professional/sales/white collar jobs; and 54% had a high school education.

The most predominant trip characteristics of Canadian vacation travelers to George Washington Country were: 60% of the trips were for sightseeing; 69% were made by auto; 48% were made during the 3rd quarter of the year; the mean length of stay was 14 nights, with 33% of trips lasting from 12-23 nights and 31% of trips lasting from 6-11 nights.

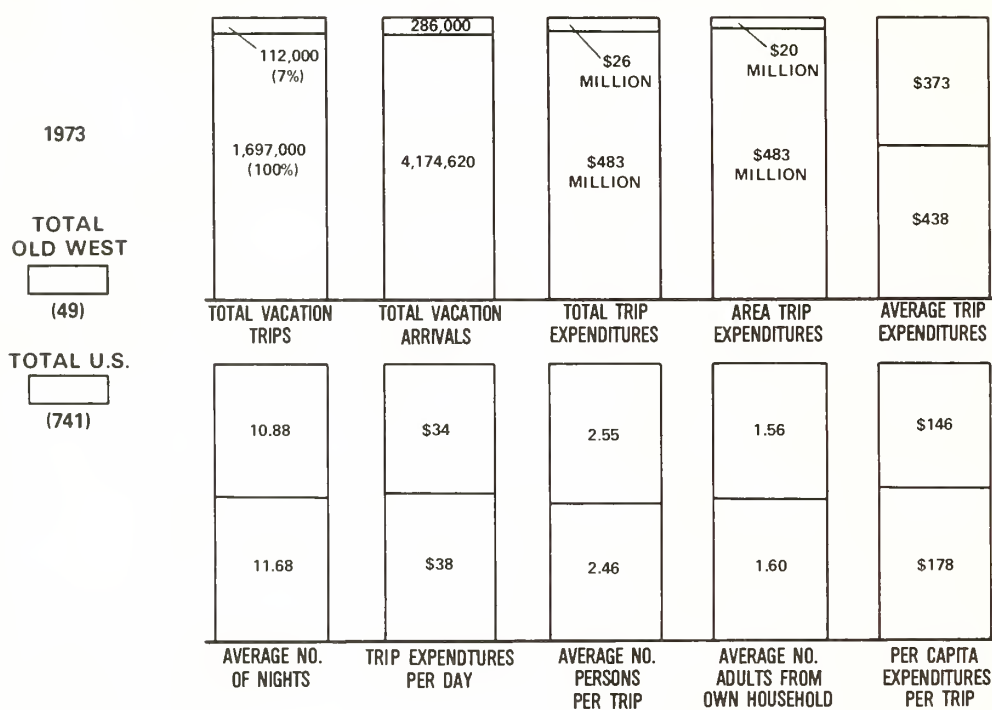
Canadian Vacation Travel to the Old West in 1973

In 1973, an estimated 112,000 vacation trips were taken by Canadians to the Old West, representing 7% of the total 1.7 million trips to the U.S. Based on an average of 2.55 persons per trip, total Canadian vacation arrivals in the Old West were 286,000 in 1973.

Canadian vacation travelers spent an estimated \$20 million in the Old West or 4% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure in the Old West was \$373, compared to the national average of \$438. The average per capita expenditure was \$146, compared to the national average of \$178.

CHART 40

CHARACTERISTICS OF CANADIAN TRIPS TO THE OLD WEST—1973 EXPENDITURES IN U.S. ONLY



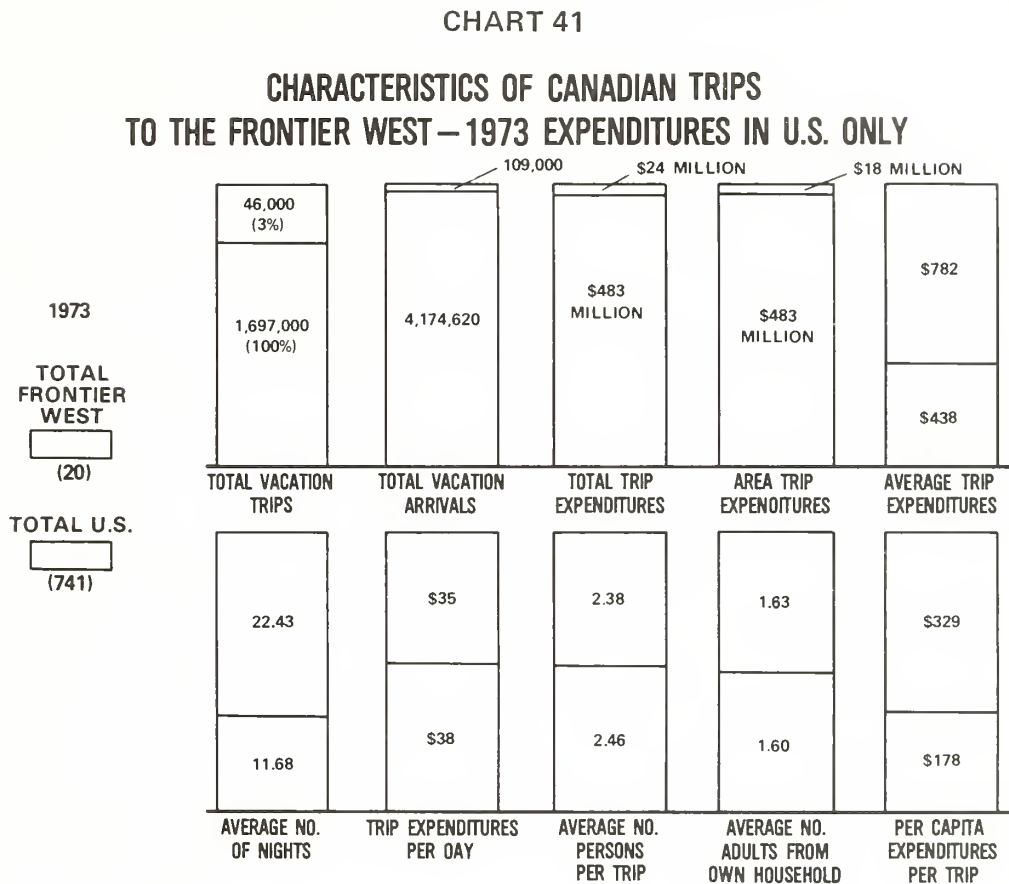
The predominant characteristics of Canadian vacation travelers to the Old West in 1973 were: 53% were between 18-29 years of age; 55% were married and 61% were from families consisting of adults only; 80% were from urban areas; 66% were from the Prairie Provinces; income distribution was fairly even, with 22% earning from \$4,500-\$7,499, 20% earning from \$7,500-\$10,499, and 20% earning over \$14,000; 48% of the heads of the household had professional/sales/white collar professions; 45% had a high school education, and 27% had a university education.

The most predominant characteristics of Canadian vacation trips to the Old West were: 38% were for sightseeing and 37% were to visit friends or relatives; 70% were made by automobile; 51% were made during the third quarter of the year; the mean length of stay was 11 nights, with 29% of the trips lasting from 1-3 nights, 25% lasting 6-11 nights, and 22% lasting 12-23 nights.

Canadian Vacation Travel to the Frontier West in 1973

In 1973, an estimated 46,000 vacation **trips** were taken by Canadians to the Frontier West, representing 3% of the total 1.7 million trips to the U.S. Based on an average of 2.38 persons per trip, total Canadian vacation **arrivals** in the Frontier West were 109,000 in 1973.

Canadian vacation travelers spent an estimated \$18 million in the Frontier West or 4% of the total \$483 million spent by Canadians who traveled to the U.S. on vacation in 1973. The average Canadian trip expenditure to the Frontier West was \$782, compared to the national average of \$438. The average per capita expenditure was \$329, compared to the national average of \$178.



The most predominant characteristics of Canadian vacation **travelers** to the Frontier West in 1973 were: 38% were 40-49 years of age and 38% were 50 years old and over; 75% were married and 60% were from families consisting of adults only; 75% were from urban areas; 35% were from Quebec, 25% from the Prairies, 20% from British Columbia and 20% from Ontario; 32% had incomes of \$14,000 and over, 38% of the heads of the household were in professional/sales/white collar professions and 33% were in skilled labor jobs; and 70% had a high school education.

The most predominant characteristics of Canadian vacation **trips** to the Frontier West were: 37% were for sightseeing and 36% were to visit friends or relatives; 48% were made by automobile and 44% by air; 35% took place during the first quarter of the year and 30% during the 4th quarter of the year; the mean length of stay was 22 nights with 40% staying 12-23 nights and 33% staying 6-11 nights.

TECHNICAL NOTES

DEFINITIONS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as **not** including weekends or long weekends or statutory holidays or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a holiday. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation or holiday. Consequently, the definition of a vacation or holiday was completely subjective (aside from the above list of what it was **not**): if the respondent thought he had a vacation or holiday, it was considered that he did.

Vacation trip essentially in absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people **from the same household** traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

METHODOLOGY

This survey was conducted by Traveldata using a national probability sample including all but 7% of the entire Canadian population (i.e., persons mainly in institutions or in northern regions of the country). The data are based on 6,215 personal interviews with individuals 18 years and over. Checkbacks were made with approximately 20% of the interviews completed by each interviewer as a quality control measure. Details were recorded for up to three vacation trips per respondent to minimize seasonal bias. No more than one percent of the respondents took more than three such trips, so this survey represents virtually a complete sample of all vacation trips.

The report was published in April 1974. The United States Travel Service had Traveldata tabulate additional data on Canadian travel to the U.S. after the initial report was published—e.g., purpose of trip, mode of transport and seasonality of travel. The base for this additional data is somewhat larger (953) than the base used in other parts of the initial report (741) insofar as the additional information includes characteristics of Canadians traveling within Canada on their way to the U.S.

CANADIAN VACATION TRIPS VS. TOTAL ARRIVALS

In 1973 the U.S. received 22% of the 7.7 million Canadian vacation trips.

A conversion of percentage share to the number of trips and arrivals is as follows:

Destination	1973		1972	
Canada only	67%	5.2 million trips	71%	4.8 million trips
United States	22%	1.7 million trips	19%	1.3 million trips
Offshore countries	11%	0.8 million trips	9%	0.6 million trips
Total	100%	7.7 million trips	100%	6.7 million trips

Conversion of trips to arrivals for the U.S. are as follows: (1.7 million trips) (2.46 persons per trip) = 4.2 million arrivals in 1973 compared to (1.3 million trips) (2.46 persons per trip) = 3.2 million arrivals in 1972.

In 1973, **international tourist arrivals** numbered approximately 215 million, an increase of 8.6% over the previous year. During 1973, the U.S. received 14.0 million visitor arrivals (+6.8% over 1972) or 6.5% of the total international tourist arrivals. Canadian arrivals to the U.S. in 1973 numbered 8.8 million (-0.1% from 1973) and represented 63% of the total visitors to the U.S.

TOTAL CANADIAN ARRIVALS IN THE U.S., 1973

	Number of arrivals	% of total
Canada	8,808,724	63%
Mexico	1,619,451	12%
Overseas	3,526,989	25%
Total	13,955,164	100%

Based on the study **Vacation Travel by Canadians in 1973**, 1,697,000 Canadians took vacation trips to the U.S. in 1973. There was an average of 2.46 persons on each trip which meant that there were 4,174,620 Canadian **vacation arrivals** to the U.S. in 1973. The 4.2 million **vacation arrivals** to the U.S. in 1973, represented a 31% increase over the 3.2 million **vacation arrivals** in 1972.

The difference in the 8.8 million and the 4.2 million arrivals described above are attributed to the definition of a Canadian visitor. The 8.8 million arrivals represent **total** Canadian travel to the U.S. (including persons under 18 years and persons who traveled to the U.S. for other than vacation purposes), whereas the 4.2 million arrivals represent only Canadian **vacation travel** to the U.S.

The information provided in this report, however, pertains only to the 4.2 million Canadian vacation arrivals to the U.S. in 1973.

VACATION TRIPS AND ARRIVALS IN U.S. REGIONS

The proportion of Canadian **vacation arrivals** to the U.S. (4.2 million) by destination differs slightly from the proportion of **vacation trips** (1.7 million) because the latter does not take into account the number of persons on a trip. For example, in 1973 the largest proportion of the 4,174,620 Canadian vacation arrivals was received by the South (26%), followed by New England (21%), the Eastern Gateway (19%), the Far West (18%), the Great Lakes Country (13%), George Washington Country (7%), the Old West (7%), the Frontier West (3%), and other destinations including Hawaii (2%).

CANADIAN VACATION TRIPS/ARRIVALS TO THE U.S.

<u>Destination</u>	<u>Est. No. of trips</u>	<u>% of total trips*</u>	<u>Est. No. of arrivals</u>	<u>% of total arrivals*</u>
South	405,000	24%	1,094,000	26%
Far West	357,000	21%	747,000	18%
New England	355,000	21%	887,000	21%
Eastern Gateway	321,000	19%	798,000	19%
Great Lakes Country	243,000	14%	556,000	13%
George Washington Country	128,000	8%	274,000	7%
Old West	112,000	7%	286,000	7%
Frontier West	46,000	3%	109,000	3%
Other (including Hawaii)	34,000	2%	85,000	2%
Total	1,697,000	119%	4,174,620	116%

*Includes multiple answers.

It is not possible to compare Canadian travel to all the U.S. regions between 1972 and 1973 because of a difference in the definitions of regions. However, it is possible to note some changes during this time period among three states: New York, California and Florida. From 1972 to 1973, New York's share of the market decreased from 25% to 16% and California's share decreased from 14% in 1972 to 11% in 1973. On the other hand, Florida increased its share from 17% in 1972 to 20% in 1973.

CANADIAN VACATION TRAVEL PROJECTIONS

1973

RESIDENCE (at time of trip)	PERSONS (INDIVIDUALS)			TRIPS (PARTIES)		
	Total adults	Number took holidays	Number took vacation trips	Number of vacation trips originating from each area	Number of vacation trips staying at least one night in each area	Number of vacation trips originating from each area which involve at least one night in each area
TOTAL CANADA	*14,522,000	8,463,000	8,089,000	7,663,000	5,578,000	5,578,000
British Columbia	1,508,000	1,017,000	1,013,000	1,044,000	1,214,000	584,000
Prairies	2,338,000	1,404,000	1,364,000	1,349,000	1,186,000	790,000
Ontario	5,292,000	3,154,000	3,013,000	2,858,000	1,867,000	1,372,000
Quebec	4,078,000	2,249,000	2,078,000	1,772,000	1,314,000	831,000
Atlantic Provinces	1,306,000	639,000	621,000	616,000	733,000	357,000
OUTSIDE CANADA:						
U.S.A. (Mainland, including Alaska) . . .	—	—		** (18,000)	1,697,000	—
All other countries	—	—		—	845,000	—

*Statistics Canada estimate—June 1973.

**Resided outside of country at time of trip.

Note: The table above illustrates the following:

1. The total number of adults residing in each Canadian region (estimated from Statistics Canada data), the number who **took** vacations and the number who actually **traveled** on their vacations.
2. The total number of trips each region generated (determined by multiplying the average number of adults on each trip who reside in the respondent's household (1.56 persons); the total number of trips each region **received**; and the number of those trips which originated from within each region.

As can be seen, 8,089,000 travelers generated 7,663,000 trips, of which 5,578,000 involved one night or more in Canada, 1,697,000 in the United States and 845,000 trips in "offshore" countries.

*This average number is based on a maximum of three trips (which the report is based on). The average for **all** trips is 1.56 as noted earlier.

CANADIAN VACATION TRAVEL PROJECTIONS

1972

RESIDENCE (At time of trip)	PERSONS (INDIVIDUALS)			TRIPS (PARTIES)		
	Total adults	Number took holidays	Number took vacation trips	Number of vacation trips originating from each area	Number of vacation trips staying at least one night in each area	Number of vacation trips originating from each area which involve at least one night in each area
TOTAL CANADA	*13,400,000	8,144,000	7,705,000	6,726,000	5,157,000	5,157,000
British Columbia	1,392,000	890,000	853,000	823,000	978,000	514,000
Prairies	2,156,000	1,262,000	1,236,000	1,001,000	1,022,000	417,000
Ontario	4,888,000	3,124,000	2,969,000	2,632,000	1,938,000	1,532,000
Quebec	3,762,000	2,339,000	2,150,000	1,881,000	1,299,000	884,000
Atlantic Provinces	1,202,000	529,000	497,000	368,000	575,000	260,000
OUTSIDE CANADA:						
U.S.A. (Mainland, including Alaska) . . .	—	—	—	** (21,000)	1,306,000	—
All other countries	—	—	—	—	616,000	—

* Statistics Canada estimate.

** Resided outside of country at time of trip.

CANADIAN VACATION TRAVEL PROJECTIONS

1971

RESIDENCE (At time of trip)	PERSONS (INDIVIDUALS)				TRIPS (PARTIES)	
	Total adults	Number took holidays	Number took vacation trips	Number of vacation trips originating from each area	Number of vacation trips staying at least one night in each area	Number of vacation trips originating from each area which involve at least one night in each area
TOTAL CANADA	*14,400,000	8,420,000	7,800,000	6,440,000	4,880,000	4,880,000
British Columbia	1,390,000	920,000	880,000	800,000	990,000	540,000
Prairies	2,370,000	1,380,000	1,320,000	1,080,000	1,040,000	670,000
Ontario	5,190,000	3,170,000	2,950,000	2,440,000	1,740,000	1,360,000
Quebec	4,110,000	2,270,000	2,000,000	1,580,000	1,150,000	830,000
Atlantic Provinces	1,340,000	680,000	650,000	490,000	560,000	320,000
OTUSIDE CANADA						
U.S.A. (Mainland, including Alaska) ..	—	—	—	** (50,000)	1,350,000	—
All other countries	—	—	—	—	—	—

* Estimate—projected from Statistics Canada 1966 Data.

** Resided outside of country at time of trip.

SOURCE: Travel data, "Vacation Travel by Canadians in 1971," April 1972.

**PROJECTED EXPENDITURES BY CANADIAN PARTIES
VISITING EACH AREA OVERNIGHT OR LONGER, 1973**

<u>Areas visited</u>	<u>Expenditures</u> (S)	
All areas	2,057,000,000	
Canada:		
Atlantic Provinces	202,000,000	
Quebec :	269,000,000	
Ontario	377,000,000	
Prairie Provinces	268,000,000	<u>Portion spent in U.S.</u>
British Columbia	259,000,000	(\$)
Total U.S.A.	560,000,000	483,000,000
New England	99,000,000	76,000,000
Eastern Gateway	85,000,000	70,000,000
New York State	73,000,000	58,000,000
The South	184,000,000	171,000,000
Florida	172,000,000	160,000,000
Great Lakes Country	86,000,000	62,000,000
Far West	155,000,000	131,000,000
California	114,000,000	104,000,000
All other countries	754,000,000	

Note: The above table illustrates projected expenditures by Canadian vacation travellers for each area visited overnight or longer. The projections are computed by a two step process:

- (1) multiplying the projected number of trips visiting each region (see Section 21) by the average expenditure per party per trip; and
- (2) multiplying the result by a fraction of total adults from own household over total adults in party. (This avoids double counting since a "trip" in this report is defined as adults travelling together from one household and only expenditures by those individuals must be multiplied by total trips.)

Also illustrated is the portion spent in the United States by vacationers including that country in their itinerary.

APPENDIX D

CANADIAN VACATION TRIPS/ARRIVALS AND EXPENDITURES IN THE U.S., 1973

U.S. Region/State visited in 1973	Base	Est. No. of Canadian vacation trips	% of total vacation trips	Est. No. of Canadian vacation arrivals	% of total vacation arrivals	Receipts from	
						Canadian vacationers (\$ million)	% of total Canadian vacation receipts
The South	(177)	405,000	24%	1,094,000	26%	\$131	27%
(Florida)	(150)	(348,000)	(20)	(907,000)		(123)	(25)
Far West	(156)	357,000	21	747,000	18	100	20
(California)	(83)	(190,000)	(11)	(355,000)		(79)	(17)
(Washington)	(53)	(121,000)	(7)	(239,000)		(25)	(5)
New England	(155)	355,000	21	887,000	21	58	12
(Maine)	(73)	(167,000)	(10)	(436,000)		(28)	(6)
(Massachusetts)	(52)	(119,000)	(7)	(284,000)		(21)	(4)
Eastern Gateway	(140)	321,000	19	798,000	19	54	11
(New York)	(118)	(270,000)	(16)	(643,000)		(44)	(9)
(New Jersey)	(33)	(76,000)	(4)	(201,000)		(17)	(3)
Great Lakes Country	(106)	243,000	14	556,000	13	48	10
*George Washington Country	(56)	128,000	8	274,000	7	36	7
*Old West	(49)	112,000	7	286,000	7	20	4
*Frontier West	(20)	46,000	3	109,000	3	18	4
*Other (including Hawaii)	(15)	34,000	2	85,000	2	18	4
Total U.S.A.	(741)	1,697,000	**119%	4,174,620	**116%	\$483	100%

*Bases too small for meaningful analysis.

**Total adds to more than 100% because of trips to multiple destinations.

CANADIAN VACATION TRIPS/ARRIVALS AND EXPENDITURES IN THE U.S., 1973—Con.

U.S. Region/State visited in 1973	(Base)	Average No. of persons per trip	Average No. of persons in household	Total trip expenditures	Per capita expenditures for trip (\$)	Daily trip expenditures by vacation party	Average No. of nights spent
The South	(177)	2.70	1.56	\$730	\$270	\$45	16.4
(Florida)	(150)	(2.64)	(1.56)	(788)	(298)	(47)	(16.7)
Far West	(156)	2.09	1.54	498	238	34	14.8
(California)	(83)	(1.87)	(1.51)	(675)	(361)	(33)	(20.5)
(Washington)	(53)	(1.97)	(1.61)	(332)	(169)	(27)	(12.1)
New England	(155)	2.50	1.70	313	125	33	9.5
(Maine)	(73)	(2.61)	(1.70)	(331)	(127)	(38)	(8.7)
(Massachusetts)	(52)	(2.39)	(1.73)	(319)	(133)	(34)	(9.3)
Eastern Gateway	(140)	2.49	1.56	348	140	36	9.8
(New York)	(118)	(2.38)	(1.51)	(336)	(141)	(35)	(9.6)
(New Jersey)	(33)	(2.66)	(1.69)	(449)	(169)	(35)	(12.7)
Great Lakes Country	(106)	2.29	1.68	348	152	33	10.5
* George Washington Country	(56)	2.14	1.56	501	234	35	14.3
* Old West	(49)	2.55	1.56	373	146	34	10.9
* Frontier West	(20)	2.38	1.63	782	329	35	22.4
* Other (including Hawaii)	(15)	2.49	2.49	664	267	52	12.7
Total U.S.A.	(741) 1	2.46	1.60	438	178	37	11.7

* Bases too small for meaningful analysis.

CANADIAN EXPENDITURES IN THE U.S. BY VACATION PARTY, 1973

	<u>(Base)</u>	<u>Total trip expenditures (\$)</u>	<u>Per capita expenditures for trip (\$)</u>	<u>Daily trip expenditures by vacation party</u>	<u>Average No. of nights spent</u>	<u>Average No. of persons per trip</u>	<u>Average No. of persons in household</u>
Expenditures in U.S. Only:							
Total	(741)	438	178	37	11.7	2.46	
Community Size:							
Urban	(625)	455	185	38	11.9		
Rural	(116)	338	137	32	10.6		
Age:							
18 to 29	(263)	391	159	38	10.3		
30 to 39	(125)	413	168	42	9.9		
40 to 49	(129)	478	194	51	9.4		
50 and over	(224)	490	199	31	15.6		
Marital Status:							
Single	(220)	372	151	34	10.8		
Married	(452)	478	194	42	11.3		
Widowed/Divorced	(70)	405	165	24	17.2		
Family Composition:							
Adults only	(413)	431	175	33	13.1		
Have children under 18	(328)	446	181	45	9.9		

Note: If the average number of persons per trip is not provided the national average of 2.46 persons was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

CANADIAN EXPENDITURES IN THE U.S. BY VACATION PARTY, 1973-Con.

	(Base)	Total trip expenditures (\$)	Per capita expenditures for trip (\$)	Daily trip expenditures by vacation party	Average No. of nights spent	Average No. of persons per trip	Average No. of persons in household
Sex:							
Male	(376)	460	187	41	11.3		
Female	(365)	412	167	34	12.1		
Occupation:							
Prof./Sales/White Collar	(330)	505	205	45	11.2		
Labor	(198)	365	148	41	8.8		
Unskilled labor	(34)	383	156	32	12.0		
Farmer	(18)	347	141	40	8.6		
Student	(8)	312	127	39	8.0		
Retired/Pensioned	(62)	518	211	28	18.5		
Other	(67)	295	120	18	16.8		
Accommodation:							
Owned	(483)	454	185	42	10.9		
Rented	(238)	415	169	31	13.3		
Language:							
French Quebec	(136)	455	185	34	13.2		
Rest of Canada	(605)	434	176	38	11.3		

CANADIAN EXPENDITURES IN THE U.S. BY VACATION PARTY, 1973--Con.

	(Base)	Total trip expenditures (\$)	Per capita expenditures for trip (\$)	Daily trip expenditures by vacation party	Average No. of nights spent	Average No. of persons per trip	Average No. of persons in household
Education Completed:							
University	(86)	606	246	45	13.4		
Community college	(61)	396	161	44	8.9		
High School	(187)	409	166	34	12.2		
Public School	(47)	268	109	29	9.1		
Residence:							
Atlantic Provinces	(55)	376	153	40	9.3	2.27	1.59
Quebec	(201)	480	195	37	13.1	2.55	1.61
French Quebec	(135)	454	185	34	13.2	2.66	1.63
English Quebec	(65)	535	217	41	13.1	2.18	1.54
Ontario	(301)	474	193	42	11.3	2.25	1.55
Prairies	(89)	312	127	29	10.8	2.24	1.56
British Columbia	(92)	376	153	35	10.7	2.16	1.51
Socio-Economic Level:							
Upper	(245)	590	240	47	12.5		
Upper middle	(166)	426	173	37	11.4		
Middle	(121)	408	166	38	10.7		
Lower middle	(107)	312	127	31	10.1		
Lower	(102)	257	104	19	13.2		

CANADIAN EXPENDITURES IN THE U.S. BY VACATION PARTY, 1973—Con.

	(Base)	Total trip expenditures (\$)	Per capita expenditures for trip (\$)	Daily trip expenditures by vacation party	Average No. of nights spent	Average No. of persons per trip	Average No. of persons in household
Nights Spent in U.S.:							
1-5	(233)	159	63	51	3.1	2.54	1.66
6-11	(242)	368	146	46	8.0	2.52	1.54
12-17	(138)	662	265	47	14.0	2.50	1.66
18 and over	(120)	834	379	25	33.0	2.20	1.55
Purpose of Trip:							
Visiting friends or relatives . . .	(252)	375	178	29	13.1	2.11	1.56
Staying at a vacation spot	(234)	588	219	45	13.1	2.68	1.67
City sightseeing/shopping	(176)	413	188	38	10.8	2.20	1.56
Rural activities	(192)	415	156	33	12.7	2.66	1.69
Other	(145)	434	181	41	10.6	2.40	1.52
Main Mode of Transport:							
Car	(481)	377	147	36	10.4	2.57	1.69
Plane	(171)	690	371	48	14.5	1.86	1.43
Bus	(63)	268	92	23	11.5	2.90	1.39
Train	(10)	155	85	16	9.8	1.83	1.27
Other	(40)	405	138	23	17.7	2.93	1.55
Month Trip Started:							
December to March	(192)	543	216	35	15.7	2.51	1.56
April to May	(75)	518	230	37	14.1	2.25	1.52
June to September	(376)	331	137	35	9.4	2.42	1.64
October to November	(98)	544	205	52	10.7	2.70	1.60

CANADIAN EXPENDITURES IN THE U.S. BY VACATION PARTY, 1973--Con.

Purpose of Trip and Season:		(Base)	Total trip expenditures (\$)	Per capita expenditures for trip (\$)	Daily trip expenditures by vacation party	Average No. of nights spent	Average No. of persons per trip	Average No. of persons in household
June to September								
Visiting friends/relatives		(115)	293	136	29	10.2	2.16	1.60
Staying at a vacation spot		(104)	413	154	39	10.7	2.68	1.77
City sightseeing		(93)	302	143	38	7.9	2.11	1.63
Rural activities		(121)	296	113	31	9.4	2.62	1.71
Other		(67)	306	136	35	8.8	2.25	1.48
October to May:								
Visiting		(136)	435	211	28	15.5	2.06	1.53
Staying		(130)	727	271	48	15.0	2.68	1.59
City		(83)	544	237	39	14.0	2.30	1.49
Rural		(71)	632	230	35	18.2	2.75	1.64
Other		(78)	543	212	45	12.0	2.52	1.56

DEFINITION OF CANADIAN REGIONS

Atlantic Provinces

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

Quebec

Ontario

Prairie Provinces

Manitoba
Saskatchewan
Alberta

British Columbia

Other

Yukon/N.W.T.

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.: RESIDENCE 1972 AND 1973

	Residence (percentages)											
	1973						1972					
	(Base)	Atlantic	Quebec	Ontario	Prairies	British Columbia	(Base)	Atlantic	Quebec	Ontario	Prairies	British Columbia
Total USA	(741)	7	27	41	12	12	(617)	3	39	36	11	11
New England	(155)	27	48	23	—	2						
Maine	(73)	23	54	22	—	1						
Massachusetts	(52)	47	31	22	—	—						
Eastern Gateway	(140)	6	38	53	1	2						
New York	(118)	7	28	61	1	3	(156)	1	53	38	4	4
New Jersey	(33)	3	64	33	—	—						
George Washington Country	(56)	7	25	59	4	5						
The South	(177)	5	22	64	7	2						
Florida	(150)	6	21	63	7	1	(104)	2	44	48	3	3
Great Lakes Country	(106)	2	6	72	14	5						
Old West	(49)	2	4	20	66	8						
Frontier West	(20)	—	35	20	25	20						
Far West	(156)	1	8	17	24	50						
California	(83)	1	11	22	19	47	(84)	1	17	27	18	37
Washington	(53)	—	6	13	23	58						

CANADIAN VACATION TRIPS TO THE U.S. BY PLACE OF RESIDENCE AT TIME OF TRIP
AND BY PURPOSE OF TRIP AND SEASON TRIP STARTED, 1973

(Percentages)

Place of residence	Total U.S. (Base 741)	June to September				October to May					
		Visiting friends or relatives	Stay vacation spot	City sight- seeing/ shopping	Rural activities	Other	Visiting friends or relatives	Stay vacation spot	City sight- seeing/ shopping	Rural activities	Other
Newfoundland	—	2	—	—	1	—	1	—	—	1	—
Prince Edward Island	—	—	2	1	—	—	—	—	—	—	—
Nova Scotia	4	7	2	4	4	6	4	3	3	1	4
New Brunswick	3	3	—	1	1	—	5	—	7	—	7
Quebec	27	28	61	16	37	31	16	22	9	23	25
Ontario	41	40	20	53	28	32	49	59	48	53	36
Manitoba	4	2	6	6	9	3	6	1	5	7	4
Saskatchewan	2	3	—	1	—	3	4	4	2	3	4
Alberta	6	7	2	8	7	12	6	1	8	2	5
British Colombia	12	8	7	11	13	14	11	10	18	10	15

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE US: SEX: 1972 AND 1973

	Sex (percentages)			
	1973		1972	
	(Base)	Male	(Base)	Female
Total USA	(741)	51	(617)	49
New England	(155)	53		47
Maine	(73)	56		44
Massachusetts	(52)	44		56
Eastern Gateway	(140)	49		51
New York	(118)	49	(157)	51
New Jersey	(33)	41		59
George Washington Country	(56)	45		55
The South	(177)	49		51
Florida	(150)	47	(104)	53
Great Lakes Country	(106)	61		39
Old West	(49)	51		49
Frontier West	(20)	55		45
Far West	(156)	52		48
California	(83)	58	(89)	42
Washington	(53)	57		43

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE US: AGE
1972 AND 1973

	Age (percentages)					
	1973			1972		
	(Base)	18-29	30-39	40-49	50+	
Total USA	(741)	35	17	17	30	32
New England	(155)	45	17	12	26	
Maine	(73)	48	14	15	23	
Massachusetts	(52)	39	15	15	31	
Eastern Gateway	(140)	37	23	19	21	
New York	(118)	40	26	18	16	31
New Jersey	(33)	21	21	21	37	
George Washington Country	(56)	33	22	9	36	
The South	(177)	28	15	19	38	
Florida	(150)	27	15	21	37	40
Great Lakes Country	(106)	25	22	22	30	
Old West	(49)	52	10	10	28	
Frontier West	(20)	14	10	38	38	
Far West	(156)	36	15	15	34	
California	(83)	34	16	13	37	37
Washington	(53)	36	11	19	34	

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE US: MARITAL STATUS

1972 AND 1973

	1973				1972			
	(Base)	Single	Married	Wid/Div/Sep	(Base)	Single	Married	Wid/Div/Sep
Total USA	(741)	30	61	9	(617)	28	61	11
New England	(155)	37	57	6				
Maine	(73)	37	59	4				
Massachusetts	(52)	31	59	10				
Eastern Gateway	(140)	35	54	11				
New York	(118)	37	51	12	(156)	35	53	12
New Jersey	(33)	29	62	9				
George Washington Country	(56)	27	55	18				
The South.	(177)	24	67	10				
Florida	(150)	23	67	11	(104)	26	61	13
Great Lakes Country	(186)	25	68	7				
Old West.	(49)	37	55	8				
Frontier West.	(20)	10	75	15				
Far West	(156)	27	62	11				
California	(83)	26	67	7	(85)	34	50	16
Washington	(53)	29	63	8				

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE US: FAMILY COMPOSITION

1972 AND 1973

Family Composition (percentages)

	1973				1972			
	(Base)	Adults Only	Have children under 18	Have children under 10	(Base)	Adults only	Have children under 18	Have children under 13
Total USA	(741)	56	44	31	(962)	58	42	27
New England	(155)	59	41	34				
Maine	(73)	56	44	34				
Massachusetts	(52)	60	40	31				
Eastern Gateway	(140)	57	43	27				
New York	(118)	58	42	25	(239)	60	40	27
New Jersey	(33)	58	42	33				
George Washington Country. . .	(56)	55	45	21				
The South	(177)	54	46	32				
Florida	(150)	53	47	33	(181)	78	15	15
Great Lakes Country	(106)	51	49	33				
Old West	(49)	61	39	24				
Frontier West	(20)	60	45	15				
Far West	(156)	58	42	31				
California	(83)	60	40	28	(122)	77	13	12
Washington	(53)	56	43	34				

CHARACTERISTICS OF CANADIAN TRIPS TO THE U.S. BY TOTAL ADULTS FROM OWN HOUSEHOLD, 1973
(Percentages)

Number of adults from own household	June to September						October to May				
	Total (Base 741)	Visting friends/ relatives	Stay at vacation spot	City sight- seeing/ shopping	Rural activities	Other	Visting friends/ relatives	Stay at vacation spot	City sight- seeing/ shopping	Rural activities	Other
One.....	45	45	32	41	35	58	(136)	(130)	(83)	(71)	(78)
Two.....	51	52	61	56	61	37	49	44	53	40	52
Three.....	3	3	6	33	4	4	2	53	46	58	40
Four.....	1	1	1	—	1	—	—	2	1	2	8
Five.....	—	—	—	—	—	—	—	—	—	—	—
Six or more.....	—	—	—	—	—	—	—	—	—	—	—
Average number of persons..	1.60	1.60	1.77	1.63	1.71	1.48	1.53	1.59	1.49	1.64	1.56

Number of adults from own household	Nights spent in U.S.					Month trip started			
	Total U.S. (Base 741)	1-5 (233)	6-11 (242)	12-17 (138)	18 & over (120)	December to March (192)	April to May (75)	June to September (376)	October to November (98)
One	45	40	50	38	48	49	50	42	45
Two	51	54	47	58	50	48	48	54	50
Three	3	6	2	3	2	3	1	3	5
Four	1	—	1	—	—	1	—	1	—
Five	—	—	—	—	—	—	—	—	—
Six or more.....	—	—	—	—	—	—	—	—	—
Average number of persons...	1.60	1.66	1.54	1.66	1.55	1.56	1.52	1.64	1.60

APPENDIX M—Con.

CHARACTERISTICS OF CANADIAN TRIPS TO THE U.S. BY TOTAL ADULTS FROM OWN HOUSEHOLD, 1973—Con.

(Percentages)

	Purpose of trip					Main mode of transport					
	Total U.S. (Base 741)	Visting friends/ relatives (252)	Stay at vacation spot (234)	City sight- seeing/ shopping (176)	Rural activities (192)	Other (145)	Car (481)	Plane (171)	Train (10)	Bus (63)	Other (40)
One.....	45	47	39	47	37	55	37	60	73	68	48
Two.....	51	50	56	51	60	39	58	38	27	26	51
Three.....	3	2	4	2	3	6	4	1	—	6	—
Four.....	1	—	1	—	1	—	1	1	—	—	1
Five.....	—	—	—	—	—	—	—	—	—	—	—
Six or more.....	—	—	—	—	—	—	—	—	—	—	—
Average number of persons..	1.60	1.56	1.67	1.56	1.69	1.52	1.69	1.43	1.27	1.39	1.55

CHARACTERISTICS OF CANADIAN TRIPS TO THE U.S. BY NUMBER OF ADULTS IN PARTY, 1973

(Percentages)

Number of adults in party	Month trip stated					Nights spent in USA			
	Total USA (Base 741) 100%	December to March	April to May	June to September	October to November	1-5	6-11	12-17	18 and over
One	18	24	23	14	16	(233) 100%	(242) 100%	(138) 100%	(120) 100%
Two	56	48	56	60	56	60	55	58	47
Three	9	9	5	9	12	10	9	6	9
Four	11	12	12	13	7	11	11	15	11
Five	1	2	2	1	1	1	1	1	3
Six or more	5	6	3	4	8	5	6	5	2
Average number of persons...	2.46	2.51	2.25	2.42	2.70	2.54	2.52	2.50	2.20
					Main mode of transport				

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE US: URBAN/RURAL RESIDENCE 1972 AND 1973

	Urban/Rural residence (percentages)				1972			
	1973							
	(Base)	Urban	Rural		(Base)	Urban	Rural	
Total U.S.A.	(741)	84	16		(962)	86	14	
New England	(155)	80	20					
Maine	(73)	77	23					
Massachusetts	(52)	73	27					
Eastern Gateway	(140)	94	6					
New York	(118)	93	7		(239)	92	8	
New Jersey	(33)	97	3					
George Washington Country	(56)	87	13					
The South	(177)	81	19					
Florida	(150)	80	20		(181)	89	11	
Great Lakes Country	(106)	82	18					
Old West	(49)	80	20					
Frontier West	(20)	75	25					
Far West	(156)	85	15					
California	(83)	92	8		(122)	86	14	
Washington	(53)	83	17					

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.: CITY SIZE

1973

City size

1973

	Over 500,000	100,000 to 500,000	30,000 to 100,000	10,000 to 30,000	1,000 to 10,000	Under 1,000
Total U.S.A.	(Base) (741)	42	16	9	8	16
New England	(155)	36	11	11	15	20
Maine	(73)	32	6	11	19	23
Massachusetts	(52)	30	16	13	12	26
Eastern Gateway	(140)	56	15	8	6	7
New York	(118)	52	17	9	7	7
New Jersey	(33)	73	7	10	(*)	3
George Washington Country	(56)	52	13	8	7	12
The South	(177)	41	15	9	6	18
Florida	(150)	41	15	9	6	20
Great Lakes Country	(106)	35	18	16	7	18
Old West	(49)	38	28	6	6	20
Frontier West	(20)	48	11	6	7	25
Far West	(156)	42	21	3	8	15
California	(83)	49	25	5	6	8
Washington	(53)	34	20	3	10	18

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.: LEVEL OF INCOME

1973

Level of income

	1973					
	<u>(Base)</u>	<u>Upper</u>	<u>Upper- middle</u>	<u>Middle</u>	<u>Lower- middle</u>	<u>Lower</u>
Total U.S.A.	(741)	33	22	16	14	14
New England.	(155)	33	24	15	12	16
Maine	(52)	33	18	14	16	19
Massachusetts	(52)	29	35	12	10	13
Eastern Gateway	(140)	34	14	20	15	17
New York	(118)	29	14	24	14	19
New Jersey	(33)	46	15	18	18	3
George Washington Country	(56)	32	14	27	16	11
The South	(177)	36	29	14	11	10
Florida	(150)	39	29	13	9	9
Great Lakes Country	(106)	33	19	20	18	10
Old West	(49)	29	8	14	24	24
Frontier West	(20)	50	9	18	14	9
Far West	(156)	33	22	12	19	14
California	(83)	39	19	12	12	18
Washington	(53)	33	22	9	23	13

APPENDIX R

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.: INCOME/SOCIO-ECONOMIC GROUP
1972 AND 1973

	Income/Socio Economic Group (percentages)													
	1973							1972						
	(Base)	Under \$4,500	\$4,500 to \$7,499	\$7,500 to \$10,499	\$10,500 to \$13,999	\$14,000 and over	Refused	(Base)	Under \$4,500	\$4,500 to \$7,499	\$7,500 to \$10,499	\$10,500 to \$13,999	\$14,000 and over	Refused
Total U.S.	(741)	17	18	26	15	20	4	(962)	12	24	25	17	15	8
New England	(155)	21	20	20	13	20	5							
Maine	(73)	16	17	25	12	21	9							
Massachusetts	(52)	32	23	21	10	11	3							
Eastern Gateway	(140)	17	22	25	15	20	1							
New York	(118)	17	23	26	15	17	2	(239)	12	28	21	18	4	7
New Jersey	(33)	12	25	19	15	29	—							
George Washington Country . .	(56)	20	12	36	10	20	2							
The South	(177)	14	19	24	16	23	5							
Florida	(150)	14	15	27	14	25	5	(181)	7	26	22	15	19	11
Great Lakes Country	(106)	11	18	26	21	19	5							
Old West	(49)	26	22	20	7	20	5							
Frontier West	(20)	10	19	21	11	32	7							
Far West	(156)	24	11	28	14	19	4							
California	(83)	20	13	22	16	26	3	(122)	12	19	16	23	24	6
Washington	(53)	28	11	33	10	18	—							

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S. OCCUPATION OF HEAD OF HOUSEHOLD
1972 AND 1973

Occupation of head of household (percentages)

	1973					1972								
	(Base)	Prof./ Sales/ white collar	Skilled labor	Un- skilled labor	Student	Retired/ Pen- sioned	Other	(Base)	Prof./ Sales/ white collar	Skilled labor	Un- skilled labor	Student	Retired/ Pen- sioned	Other
Total U.S.A.	(741)	45	27	5	1	8	14	(617)	45	24	5	3	9	14
New England	(155)	46	30	3	1	9	11							
Maine	(73)	42	37	1	(*)	7	13							
Massachusetts	(52)	43	29	6	(*)	10	12							
Eastern Gateway	(140)	53	28	2	1	7	9							
New York	(118)	53	29	3	2	4	9	(156)	46	25	3	1	4	20
New Jersey	(33)	55	21	—	—	15	9							
George Washington Country...	(56)	40	29	5	—	2	24							
The South	(177)	47	20	5	2	12	14							
Florida	(150)	49	20	6	2	10	13	(104)	41	18	4	16	21	—
Great Lakes Country	(106)	36	38	7	—	12	7							
Old West	(49)	48	27	9	2	7	7							
Frontier West	(20)	38	33	5	—	10	14							
Far West.....	(156)	46	23	5	1	8	16							
California.....	(83)	47	21	8	—	9	15	(84)	53	14	5	7	7	14
Washington.....	(53)	39	37	2	2	8	12							

*Less than 1%

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.: EDUCATION
1972 AND 1973

	Education (Percentages)											
	1973						1972					
	(Base)	No formal education or no response	Public school	High school	Community college	Univer- sity	(Base)	No formal education or no response	Public school	High school	Community college	Univer- sity
Total U.S.A.	(741)	(*)	13	51	14	22	(617)	(*)	12	46	46	24
New England	(155)	(*)	12	48	15	25						
Maine	(73)	1	14	51	18	16						
Massachusetts	(52)	(*)	13	54	10	23						
Eastern Gateway	(140)	(*)	11	48	14	27						
New York	(118)	(*)	8	48	15	29	(156)	(*)	8	47	17	28
New Jersey	(33)	(*)	21	52	9	18						
George Washington Country ..	(56)	1	9	54	13	23						
The South	(177)	1	13	53	11	22						
Florida	(150)	1	14	53	9	23	(104)	1	15	55	15	14
Great Lakes Country	(106)	3	17	53	9	18						
Old West	(49)	(*)	8	45	20	27						
Frontier West	(20)	(*)	14	70	14	2						
Far West	(156)	1	8	52	14	26						
California	(83)	(*)	6	53	13	28	(84)	(*)	8	36	19	37
Washington	(53)	(*)	9	49	15	25						

* Less than 1%.

CHARACTERISTICS OF CANADIAN VACATION TRAVELERS TO THE U.S.:
SIZE OF TRAVELING PARTY, 1973

		Size of traveling party (percentages)					
		(persons)					
		1973					
		Mean size of traveling party (persons)	One	Two	Three	Four	five or more
	(Base)						
Total U.S.A.	(741)	2.46	18	56	9	11	6
New England	(155)	2.50	9	60	12	15	4
Maine	(73)	2.61	2	64	12	18	4
Massachusetts	(52)	2.39	12	59	13	13	3
Eastern Gateway	(140)	2.49	20	54	10	9	7
New York	(118)	2.38	21	55	10	8	6
New Jersey	(33)	2.66	25	41	13	10	11
George Washington Country	(56)	2.14	26	53	7	11	3
The South	(177)	2.70	16	54	8	13	8
Florida	(150)	2.64	18	52	9	13	8
Great Lakes Country	(106)	2.29	16	60	7	15	2
Old West	(49)	2.55	9	66	6	11	8
Frontier West	(20)	2.38	20	65	—	4	11
Far West	(156)	2.09	25	61	5	5	4
California	(83)	1.87	32	59	2	3	4
Washington	(53)	1.97	25	62	6	6	1

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE U.S.: PURPOSE OF TRIP
1972 AND 1973

	Purpose of trip* (percentages)															
	1973								1972							
	(Base)	Visit friends or relatives	Spend time at a vacation spot or summer place I own	Camping/ Tenting/ Fishing/ Boating/ Other activities	Sight- seeing	Shop- ping	Combined business/ pleasure	Other	(Base)	Visit friends or relatives	Spend time at a vacation spot or summer place I own	Camping/ Tenting/ Fishing/ Boating/ Other activities	Sight- seeing	Shop- ping	Combined business/ pleasure	Other
Total U.S.A.	(741)	34	34	13	34	6	9	12	(617)	36	37	11	38	9	11	12
New England	(155)	38	38	18	24	2	11	7								
Maine	(73)	24	50	20	27	2	6	9								
Massachusetts	(52)	50	19	12	17	2	19	11								
Eastern Gateway	(140)	38	28	12	40	9	10	17								
New York	(118)	40	21	12	45	11	11	19	(156)	39	34	8	42	10	11	10
New Jersey	(33)	42	44	12	36	6	1	4								
George Washington Country. ...	(56)	37	31	11	60	4	7	11								
The South.	(177)	27	60	11	32	5	3	6								
Florida	(150)	28	59	11	29	5	3	6	(104)	20	55	6	32	6	13	6
Great Lakes Country	(106)	34	22	12	42	8	14	15								
Old West.	(49)	37	22	13	38	8	11	17								
Frontier West.	(20)	36	12	6	37	2	26	18								
Far West	(156)	34	20	16	49	6	13	12								
California	(83)	41	15	8	52	4	19	14	(84)	29	25	8	67	9	12	19
Washington	(53)	40	13	31	47	11	12	14								

* Includes multiple answers.

CANADIAN TRIPS TO THE UNITED STATES BY PURPOSE OF VISIT,
MONTH TRIP STARTED, AND NUMBER OF NIGHTS SPENT IN THE U.S., 1973

<u>Purpose of trip</u>	<u>Month trip started (percentages)</u>				
	<u>Total</u>	<u>December to March</u>	<u>April to May</u>	<u>June to September</u>	<u>October to November</u>
	(Base)				
	741)	(192)	(75)	(376)	(98)
To visit friends or relatives	34	1	2	1	1
To stay at a summer place I own	2	1	—	3	2
To spend some time at a vacation spot	32	38	40	28	28
Camping, tenting	8	4	4	14	1
Fishing, boating, or other outdoor activities	5	6	4	5	1
Sightseeing away from the cities and towns	15	14	19	17	12
Sightseeing and doing things in cities and towns . .	19	16	25	21	13
To visit "Man and His World" in Montreal	1	—	2	—	2
Shopping	6	5	12	5	7
To attend sports, festivals or other special events. .	6	6	4	5	11
Combined business and pleasure	9	9	5	9	16
Other	5	6	4	5	5

Note: Includes multiple answers.

**CANADIAN TRIPS TO THE UNITED STATES BY PURPOSE OF VISIT,
MONTH TRIP STARTED, AND NUMBER OF NIGHTS SPENT IN THE U.S., 1973—Con.**

<u>Purpose of trip</u>	<u>Number of nights spent in the U.S. (percentages)</u>				
	<u>Total</u>	<u>1-5</u>	<u>6-11</u>	<u>12-17</u>	<u>18 and over</u>
	(Base 741) 100%	(233) 100%	(242) 100%	(138) 100%	(120) 100%
To visit friends or relatives	34	30	34	32	45
To stay at a summer place I own	2	1	3	1	3
To spend some time at a vacation spot	32	25	28	44	38
Camping, tenting	8	8	9	8	8
Fishing, boating, or other outdoor activities.	5	4	6	5	2
Sightseeing away from the cities and towns	15	17	12	18	16
Sightseeing and doing things in cities and towns	19	21	20	18	15
To visit "Man and His World" in Montreal	1	1	—	—	1
Shopping	6	9	6	2	5
To attend sports, festivals, other special events	6	11	3	4	6
Combined business and pleasure.	9	8	8	13	9
Other	5	5	7	2	4

Note: Includes multiple answers.

CHARACTERISTICS OF CANADIAN AUTO AND AIR TRIPS TO THE U.S., 1973

<u>Destination</u>	<u>Total, all modes</u>	<u>Auto</u>	<u>Air</u>
Base	(741)	(481)	(171)
New England	21%	28%	8%
Maine	10	14	1
Massachusetts	7	9	2
All other	7	10	5
Eastern Gateway	19%	20%	13%
New York	16	16	12
New Jersey	16	5	3
George Washington Country	8%	8%	5%
The South	24%	18%	43%
Florida	20	14	40
All other	6	8	3
Great Lakes Country	14%	16%	6%
Old West	7%	7%	4%
Frontier West	3%	2%	5%
Far West	21%	17%	26%
California	11	8	19
Washington	7	6	6
All other	<u>7</u>	<u>5</u>	<u>5</u>
Total U.S.*	117%	116%	110%

*Totals may add to more than 100% due to the use of multiple modes of transport per trips.

CHARACTERISTICS OF CANADIAN AUTO AND AIR TRAVEL TO THE U.S., 1973

<u>Areas visited overnight or longer</u>	<u>Total, all modes</u>	<u>Auto</u>	<u>Air</u>
Total U.S.A.	100%	65%	23%
New England	100%	88%	9%
Maine	100%	94	3
Massachusetts	100%	82	8
Eastern Gateway	100%	68	15
New York	100%	68	17
New Jersey	100%	68	15
George Washington Country	100%	69	16
The South	100%	50	41
Florida	100%	46	46
Great Lakes Country	100%	74	10
Old West.	100%	70	14
Frontier West	100%	48	44
Far West.	100%	52	28
California	100%	47	40
Washington	100%	59	49
Month trip started:			
Calendar Year 1973	100%	65%	23%
December to March.	100%	43	41
April to May	100%	48	32
June to September	100%	81	10
October to November	100%	59	31
Nights spent in the U.S.:			
Calendar Year 1973	100%	65%	23%
1—5	100%	73	14
6—11	100%	65	21
12—17	100%	62	32
18—over	100%	52	37
Average number of nights	11.7	10.4	14.5
Average number of adults in party	2.46	2.57	1.86
Average trip expenditures	\$438	\$377	\$690
Trip expenditures per day	\$37	\$36	\$48
Per capita expenditures per trip	\$178	\$147	\$371

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE U.S.: MODE OF TRANSPORT

1972 AND 1973

Mode of Transport** (percentages)

	1973					1972				
	(Base)	Auto	Air	Bus	Other	(Base)	Auto	Air	Bus	Other
Total U.S.A.	(741)	65	23	9	6	(617)	69	20	7	(*)
New England	(155)	88	9	5	2					
Maine	(73)	94	3	3	5					
Massachusetts	(52)	82	8	10	(*)					
Eastern Gateway	(140)	68	15	9	10					
New York	(118)	66	17	8	12	(156)	68	18	11	3
New Jersey	(33)	69	15	15	5					
George Washington Country	(56)	69	16	11	9					
The South	(177)	50	41	6	6					
Florida	(150)	46	46	5	4	(104)	53	43	1	2
Great Lakes Country	(106)	74	10	8	11					
Old West	(49)	70	14	3	13					
Frontier West	(20)	48	44	8	2					
Far West	(156)	50	27	13	10					
California	(83)	46	40	9	5	(84)	62	30	4	4
Washington	(53)	54	18	5	***23					

* Less than 1%.

** Includes multiple modes of transport per trip.

*** Includes 16% using motor camper.

**CHARACTERISTICS OF CANADIAN AUTO AND AIR TRAVELERS TO THE U.S.
BY AVERAGE NUMBER OF PERSONS ON TRIP, MONTH TRIP STARTED,
NUMBER OF NIGHTS SPENT ON THE U.S. 1973**

<u>Number of persons on trip</u>	<u>Number of persons on trip (percentages)</u>		
	<u>Total, all modes</u>	<u>Auto</u>	<u>Air</u>
(Base)	(741)	(481)	(171)
One	18%	10%	40%
Two	56	60	47
Three	9	10	5
Four	11	15	4
Five or more	6	6	3
TOTAL	100%	100%	100%
Average number of persons	2.46	2.57	1.86

<u>Month trip started</u>	<u>Month trip started (percentages)</u>		
	<u>Total, all modes</u>	<u>Auto</u>	<u>Air</u>
(Base)	(741)	(481)	(171)
December to March	26%	17%	46%
April to May	10	7	14
June to September	51	63	22
October to November	13	12	18
TOTAL	100%	100%	100%

<u>Number of nights spent in U.S.</u>	<u>Number of nights spent in the U.S. (percentages)</u>		
	<u>Total, all modes</u>	<u>Auto</u>	<u>Air</u>
(Base)	(741)	(481)	(171)
1 — 5	31%	35%	20%
6 — 11	33	33	29
12 — 17	19	18	25
18 and over	16	13	26
TOTAL	100%	100%	100%

Note: Totals may not add to 100% due to rounding.

CANADIAN TRIPS TO THE U.S. BY MODE OF TRANSPORT
MONTH TRIP STARTED AND NIGHTS SPENT IN THE U.S., 1973

<u>Mode of transport</u>	<u>Month trip started (percentages)</u>				
	<u>Total</u>	<u>December to March</u>	<u>April to May</u>	<u>June to September</u>	<u>October to November</u>
	(Base 741)	(192)	(75)	(376)	(98)
		100%	100%	100%	100%
Car	65	43	48	81	59
Plane	23	41	32	10	31
Train	1	1	2	2	1
Bus	9	12	18	5	7
Boat	1	2	—	—	—
Motor camper	3	2	3	4	3
Other	1	2	2	2	1

<u>Mode of transport</u>	<u>Nights spent in U.S. (percentages)</u>				
	<u>Total</u>	<u>1-5</u>	<u>6-11</u>	<u>12-17</u>	<u>18 and over</u>
Total U.S.A.	(Base 741)	(233)	(242)	(138)	(120)
	100%	100%	100%	100%	100%
Car	65	73	65	62	52
Plane	23	14	21	32	37
Train	1	2	2	—	1
Bus	9	8	11	5	8
Boat	1	2	1	—	—
Motor Camper	3	4	2	1	8
Other	1	1	2	3	1

Note: Includes multiple answers.

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE U.S.: SEASONALITY, 1973

		Seasonality (percentages)			
		1973			
	(Base)	1st quarter	2nd quarter	3rd quarter	4th quarter
Total U.S.A.	(741)	20	17	44	19
New England	(155)	8	12	66	14
Maine	(73)	2	12	78	8
Massachusetts	(52)	14	12	58	16
Eastern Gateway	(140)	10	13	58	19
New York	(118)	11	12	55	22
New Jersey	(33)	15	5	61	9
George Washington Country	(56)	14	25	48	13
The South	(177)	48	11	19	23
Florida	(150)	52	10	15	23
Great Lakes Country	(106)	11	18	55	16
Old West	(49)	14	18	51	17
Frontier West	(20)	35	15	20	30
Far West	(156)	12	28	35	25
California	(83)	15	27	26	32
Washington	(53)	7	23	47	23

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE U.S.: LENGTH OF STAY, 1973

		Length of stay (nights) (percentages)						
		1973						
	(Base)	Means length of stay (nights)	Don't know/ can't rem- ember/no nights	1 - 3	4 - 5	6 - 11	12 - 23	24 +
Total U.S.A.	(741)	11.68	(*)	20	12	33	26	9
New England	(155)	9.47	(*)	25	12	37	20	5
Maine	(73)	8.74	(*)	26	11	38	21	3
Massachusetts	(52)	9.32	(*)	24	11	37	23	4
Eastern Gateway	(140)	9.80	(*)	21	18	35	16	10
New York	(118)	9.55	(*)	25	20	32	13	10
New Jersey	(33)	12.69	(*)	4	15	45	24	12
George Washington Country	(56)	14.28	(*)	9	15	31	33	12
The South	(177)	16.36	(*)	4	6	33	43	14
Florida	(156)	16.66	(*)	4	3	32	47	14
Great Lakes Country	(106)	10.49	(*)	31	12	24	19	11
Old West	(49)	10.88	(*)	29	11	25	22	13
Frontier West	(20)	22.43	(*)	3	2	33	40	22
Far West	(156)	14.78	2	15	10	28	27	18
California	(83)	20.46	(*)	3	3	27	38	30
Washington	(53)	12.14	(*)	27	17	14	22	17

APPENDIX EE

CANADIAN TRIPS TO THE U.S. BY NUMBER OF NIGHTS SPENT IN THE U.S., 1973

Number of nights	Community size, family composition, and age							
	Community size		Family composition		Age (years)			
	Urban	Rural	Adults only	Have children under 18	18-29	30-39	40-49	50 and over
	(625)	(116)	(413)	(328)	(263)	(125)	(129)	(224)
Total (Base 741)								
1-3	20	21	18	21	22	24	22	14
4-5	12	11	10	14	15	14	11	7
6-11	32	39	33	33	32	31	35	34
12-23	27	21	26	26	25	24	26	29
24 and over	9	6	12	5	6	7	4	16
(Average No. nights)	11.88	10.58	13.09	9.90	10.26	9.93	9.43	15.63

Number of nights	Occupation of head of household							Sex		Marital status		
	Prof./ Sales/ White collar (330)	Skilled labor (198)	Un- skilled labor (34)	Farmer (18)	Student (8)	Retired/ pensioned (62)	Other (67)	Male (376)	Female (365)	Single (220)	Married (452)	Wid./ Div./ Sep. (70)
	Total (Base 741)											
1-3	20	19	19	28	17	8	10	21	19	19	20	20
4-5	12	10	13	12	20	8	10	13	11	15	12	4
6-11	33	36	28	22	36	36	29	32	33	36	31	29
12-23	26	25	24	37	25	28	30	26	26	21	29	24
24 and over	9	9	14	—	—	17	19	8	9	8	7	19
(Average No. nights).....	11.68	11.16	8.75	8.57	8.03	18.50	16.83	11.32	12.05	10.83	11.26	17.23

CANADIAN TRIPS TO THE U.S. BY NUMBER OF NIGHTS SPENT IN THE U.S., 1973—Con.

Accommodation and education							
Number of nights	Accommodation			Education completed			
	Total (Base 741)	Owned (483)	Rented (238)	Public school (47)	High school (187)	Community College (61)	University (86)
1-3	20	22	16	43	17	24	14
4-5	12	13	11	11	12	7	10
6-11	33	32	33	20	30	45	26
12-23	26	25	28	18	32	21	31
24 and over	9	8	11	10	8	3	18
(Average No. nights).....	11.68	10.93	13.26	9.13	12.21	8.92	13.42

Place of residence at time of trip								
Number of nights	Quebec							
	Total (Base 741)	Atlantic (55)	Total (201)	English (65)	French (135)	Ontario (301)	Prairies (89)	British Columbia (92)
1-3	20	27	15	13	15	20	25	21
4-5	12	10	10	12	10	12	15	13
6-11	33	42	33	36	32	32	27	34
12-23	26	19	33	32	33	27	22	18
24 and over	9	3	9	6	10	8	9	12
(Average No. nights).....	11.68	9.29	13.14	15.11	13.15	11.30	10.81	10.66

CANADIAN TRIPS TO THE U.S. BY NUMBER OF NIGHTS SPENT IN THE U.S., 1973—Con.

Socio Economic level and language

Number of nights	Total (Base 741)	Socio Economic level					Language	
		Upper (245)	Upper Middle (166)	Middle (121)	Lower Middle (107)	Lower (102)	French Quebec (136)	Rest of Canada (605)
1-3	20	15	19	24	24	22	15	21
4-5	12	8	12	18	9	16	10	12
6-11	33	37	35	27	36	23	32	33
12-23	26	29	25	24	24	26	33	24
24 and over	9	12	8	5	6	10	10	9
(Average No. nights).....	11.68	12.46	11.38	10.67	10.05	13.16	13.15	11.34

Trip purpose and season trip started

Number of nights	June to September					October to May							
	Total (Base 741)	Visiting friends relatives (115)	Stay vacation spot (104)	City/ Sight-seeing Shopping		Rural activities (121)	Other (67)	Visiting friends relatives (136)	Staying vacation spot (130)	City/ Sight-seeing Shopping		Rural activi- ties (71)	Other (78)
1-3.....	20	14	16	28	19	19	19	19	10	23	11	32	
4-5.....	12	14	15	16	16	12	8	9	8	10	13		
6-11.....	33	39	31	32	35	38	27	28	33	35	21		
12-23.....	26	24	32	19	23	21	31	41	24	26	21		
24 and over	9	7	6	3	5	6	14	12	11	18	13		
(Average No. nights).....	11.68	10.24	10.67	7.89	9.42	8.82	15.51	15.04	14.04	18.19	12.04		

CANADIAN TRIPS TO THE U.S. BY NUMBER OF NIGHTS SPENT IN THE U.S., 1973—Con.

Number of nights	Nights spent				Month trip started				
	Total (Base 741)	1-5 (233)	6-11 (242)	12-17 (138)	18 and over (120)	December to March (192)	April to May (75)	June to September (376)	October to November (98)
1-3	20	63	—	—	—	14	21	21	26
4-5	12	37	—	—	—	7	9	14	14
6-11	33	—	100	—	—	34	26	35	25
12-23	26	—	—	100	46	28	32	23	27
24 and over	9	—	—	—	54	16	12	5	7
(Average No. nights).....	11.68	3.13	8.00	14.00	32.97	15.74	14.06	9.37	10.67

Number of nights	Trip purpose					Mode of transport					
	Total (Base 741)	Visting friend/ relatives (252)	Stay vacation spot (234)	City/ Sight- seeing/ Shopping (176)	Rural activities (192)	Other (145)	Car (481)	Plane (171)	Train (10)	Bus (631)	Other (40)
1-3	20	17	13	26	16	26	23	9	26	24	20
4-5	12	11	12	12	14	13	12	10	8	6	17
6-11	33	33	29	32	35	29	33	29	43	41	25
12-23	26	28	37	21	24	21	25	38	2	17	13
24 and over	9	11	9	7	10	10	6	13	13	9	26
(Average No. nights).....	11.68	13.09	13.10	10.76	12.70	10.59	10.36	14.54	9.82	11.47	17.70

ADDENDUM

BASIC DATA -- FILL IN BEFORE SECTION THREE OF INTERVIEW AS INSTRUCTED

WRITE CLEARLY OR PRINT, GIVE INITIALS

CIRCLE: MR.
MISS
MRS. _____PHONE NO: _____ NONE..... ☐MAILING
ADDRESS: _____ TOWN: _____ PROV: _____INTERVIEW NO. _____ ON LOCATION NO. _____ (20/21)
(16/19) SEX: MALE.....22-1
FEMALE.... 2A. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA
(i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION
OR OPEN COUNTRY) ASK:

- a) Is there more than one acre in this property? YES..... ☐ ASK -b) NO 23-1
- b) Last year, did you sell more than \$50 worth
of products grown or raised on this property? YES 2
NO 3

EITHER

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

B. We are interested in finding out how often people are at home on weekdays at
about this time. We are not interested in Saturdays and Sundays, only weekdays.

- a) Did you happen to be at home yesterday (or last
preceding weekday) at about this time?
- | | AT
HOME | NOT
HOME | CAN'T REMEMBER/
DON'T KNOW |
|---------------------------------|------------|-------------|-------------------------------|
| _____ | 24-1 | 2 | 3 |
| (WRITE IN NAME OF DAY) | | | |
| -b) How about _____ ? | 25-1 | 2 | 3 |
| (SAY & WRITE IN WEEKDAY BEFORE) | | | |
| | 26-1 | 2 | 3 |
| -c) How about _____ ? | | | |
| (SAY & WRITE IN WEEKDAY BEFORE) | | | |

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

OR

IF INTERVIEWING SATURDAY, SAY INSTEAD:

- a) We are interested in finding out how often
people are at home on Saturday at about this
time. For instance, did you happen to be at
home last Saturday at about this time?
- | | AT
HOME | NOT
HOME | CAN'T REMEMBER/
DON'T KNOW |
|--|------------|-------------|-------------------------------|
| | 27-1 | 2 | 3 |
| -b) How about the Saturday before that, at
about this time? | 28-1 | 2 | 3 |

ASK EVERYONE

C-a) TOTAL HOUSEHOLD MEMBERS

How many people live in this household, including yourself, other members of your family, and anyone else living as part
of your household who is not a member of your immediate family?

	(a) TOTAL NUMBER IN HOUSEHOLD	(b) TOTAL NUMBER 15 AND OVER	(c) TOTAL NUMBER 18 AND OVER
-b) How many are 15 years of age or over?			
-c) How many are 18 years of age or over?			
One	29-1	30-1	31-1
Two	2	2	2
Three	3	3	3
Four	4	4	4
Five	5	5	5
Six	6	6	6
Seven	7	7	7
Eight	8	8	8
Nine	9	9	9
Ten or More	0	0	0
NONE			X

(cont'd) BASIC DATA--FILL IN BEFORE SECTION THREE OF INTERVIEW AS INSTRUCTED 1D. FAMILY COMPOSITION

- a) Are there any children under 18 years of age living at home? YES 32-1 ASK -b)
- b) (IF "YES")
- | | YES | NO |
|--|------|----|
| Are any of them under 5 years of age? | 33-y | X |
| Are any of them 5 to 9 years of age? | 0 | 1 |
| Are any of them 10 to 14 years of age? | 2 | 3 |
| Are any of them 15 to 17 years of age? | 4 | 5 |
- c) Total number of children under 18 living at home 34-

E. What is your marital status? Are you (READ LIST)

Single? 35-1

Married? 2

Widow(er), Divorced,
Separated? 3

F. What is your position in this household? (READ LIST IF NECESSARY)

Male Head 36-1

Female Head 2

Son 3

Daughter 4

Other Male 5

Other Female 6

G. What was the language you first spoke in childhood and still understand?

English 37-1

French - -
(Quebec Interview) 2

French - -
(Non-Quebec Interview) 3

Other: (CIRCLE CODE & SPECIFY) 4

H-a) What is your occupation? TYPE OF JOB: (38/39)

TYPE OF COMPANY:

Retired, Pensioned, 09

Student, 10

Unemployed 11

Homemaker Only 08

Homemaker employed outside home?..... ☐ Ask -b

- b) Is that..... part-time, ☐ (STATE JOB) 40-
- or full-time? ☐ (STATE JOB)

I. What is the occupation of the head of the house? TYPE OF JOB: (41/42)

TYPE OF COMPANY:

Retired, Pensioned, 09

Student, 10

Unemployed, 11

Homemaker Only? 08

J. What was the name of the last school you attended? How far did you go?

	<u>SOME</u>	<u>GRADUATED</u>
Public/elementary school (Grades 1 - 8 - - Quebec grades 1 - 7)	43-1	2
Secondary/high school (Grades 9 - 13 - - Quebec grades 8 - 12)	3	4
Technical/senior college (Above grades 12 or 13 - - Quebec CEGEP/college classique)	5	6
University	7	8
No Formal schooling		9
Refused		0
Any additional schooling		

(cont'd) BASIC DATA -- FILL IN BEFORE SECTION THREE OF INTERVIEW AS INSTRUCTED

1

K. (HAND CARD 4) Would you mind telling me which letter on this card corresponds to your age group?

INTERVIEWER:

ESTIMATE EXACT AGE _____ YEARS

a) 15 - 17 YEARS	44-1 GO TO 0
b) 18 - 20 YEARS	2
c) 21 - 24 YEARS	3
d) 25 - 29 YEARS	4
e) 30 - 34 YEARS	5
f) 35 - 39 YEARS	6
g) 40 - 44 YEARS	7
h) 45 - 49 YEARS	8
i) 50 - 54 YEARS	9
j) 55 - 64 YEARS	0
k) 65 YEARS AND OVER	X

O. ASK EVERYONE

CHECK TYPE OF DWELLING AND
ASK -- Do you own or rent your
home?

OWN 49-Y
RENT X 0

TYPE OF DWELLING (OBSERVE, DO NOT ASK)

SINGLE OR SEMI-DETACHED HOUSE	1
ROW HOUSES	2
DUPLEX, TRIPLEX, OR QUADRUPLX	3
SUITE OVER STORE ETC.	4
APARTMENT (5 - 7 UNITS)	5
APARTMENT (8 - 19 UNITS)	6
APARTMENT (20 OR MORE UNITS)	7
ROOM(S), PART OF HOME	8
OTHER (CIRCLE CODE AND SPECIFY) _____	9

(cont'd) BASIC DATA -- FILL IN BEFORE SECTION THREE OF INTERVIEW AS INSTRUCTED

1

P. TOTAL FAMILY INCOME

(HAND CARD 5) In which of these letter groups does the approximate Income of the family fall -- that is, the income or earnings of all the family members living here added together?

L 50-1

M 2

N 3

O 4

P 5

Q 6

R 7

REFUSED ☐ 8 9

IF REFUSED OR DON'T KNOW
GIVE BEST ESTIMATE

\$

(PER YEAR)

TOTAL FAMILY INCOME

Q. INCOME OF HEAD OF HOUSE

(HAND CARD 6) Now in which of these letter groups does the approximate income of the head of the house fall?

L, M OR N 51-1

O 2

P 3

Q 4

R 5

S 6

T 7

U 8

V 9

W 0

REFUSED ☐ X Y

IF REFUSED OR DON'T KNOW
GIVE BEST ESTIMATE

\$

(PER YEAR)

HEAD OF HOUSE

AUTOMATIC CLASSIFICATION -- OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

UPPER 52-9

UPPER MIDDLE 8

7

6

MIDDLE 5

4

LOWER MIDDLE 3

2

LOWER 1

DAY OF INTERVIEW

Monday 53-1

Tuesday 2

Wednesday 3

Thursday 4

Friday 5

Saturday 6

INTERVIEW NUMBER WITHIN HOUSEHOLD

FIRST 54-1

SECOND 2

THIRD 3

FOURTH 4

FIFTH OR MORE 5

DATE: 55-

INTERVIEWER'S SIGNATURE: _____

EMPLOYEE NUMBER: _____

SECTION TWO

ABOUT TRAVEL -- ASK EVERYONE 18 YEARS OF AGE AND OVER

7-2

Now, some questions on holidays, during which you might have traveled or stayed at home. Many people, of course, don't take a vacation for one reason or another, but I'd like you to tell me some things about any holidays or vacations you, yourself, may have had during a 12-month period -- let's say from November 1st last year to the end of October this year. Please do not count weekends or long weekends or statutory holidays.

- 1-a) Did you, yourself, take any such vacations or holidays during the past year -- that is, since a year ago October 31st?

YES 8-Y

NO ☒ X GO TO Q. 1-c)

- b) Were you away from home on a trip overnight or longer during that period?

YES ☐ 0 GO TO Q. 2

NO ☐ 1 GO TO Q. 1-c)

- c) Have you taken a vacation trip away from home overnight or longer during the past 3 years?

YES ☐ 2 GO TO Q. 12

NO ☐ 3 GO TO BASIC DATA

2. Next, I'd like you to tell me more about the trips you took during your holidays. Let's take the most recent trip first.

NOTE: EACH COLUMN REFERS TO ONE TRIP. ASK QUESTION 2 THROUGH TO QUESTION 10 FOR MOST RECENT TRIP FIRST, THEN REPEAT Q. 2 TO Q. 10 FOR EACH EARLIER VACATION TRIP UNTIL ALL SUCH TRIPS (UP TO A MAXIMUM OF 3) ARE RECORDED FOR THE LAST 12 MONTHS.

Considering the total trip -- that is, from the day you left home until the day you got back home -- could you tell me all the places where you spent at least one night. That is in each province, each state, or in other countries. Please include the time you spent on the trip in your own province, and also the time you spent while you were at your destination.

<u>PLACES SPENT AT LEAST ONE NIGHT</u>	<u>MOST RECENT VACATION TRIP</u>	<u>NEXT MOST RECENT</u>	<u>TRIP BEFORE THAT</u>
NEWFOUNDLAND	9-Y	15-Y	21-Y
PRINCE EDWARD ISLAND	X	X	X
NOVA SCOTIA	0	0	0
NEW BRUNSWICK	1	1	1
QUEBEC	2	2	2
ONTARIO	3	3	3
MANITOBA	4	4	4
SASKATCHEWAN	5	5	5
ALBERTA	6	6	6
BRITISH COLUMBIA	7	7	7
YUKON/N.W.T.	8	8	8
CONTINENTAL U.S.A.--INCLUDING ALASKA (SPECIFY STATES)

	10--	16--	22--
	11--	17--	23--
	12--	18--	24--
	13--	19--	25--
	14--	20--	26--
ALL OTHER PLACES COMBINED	14-X	20-X	26-X

SECTION TWO (cont'd.)

ABOUT TRAVEL - ASK EVERYONE 18 YEARS OF AGE AND OVER

2

	<u>MOST RECENT VACATION TRIP</u>	<u>NEXT MOST RECENT</u>	<u>TRIP BEFORE THAT</u>
--	--------------------------------------	-----------------------------	-----------------------------

- 3-a) How many nights in total were you away from home on that trip?

TOTAL NUMBER OF NIGHTS:

(27/28)

(41/42)

(55/56)

- b) (IF VISITED BOTH THE UNITED STATES AND OTHER PLACES OR PROVINCES IN Q. 2 ASK) How many of those nights did you spend in the United States?

(29/30)

(43/44)

(57/58)

ASK EVERYBODY

- 4-a) As best as you can recall, could you tell me about how much was spent altogether by you and your party for that trip, including any credit card purchases or fares - in other words, the total cost of the trip.

\$

\$

\$

(31/34)

(45/48)

(59/62)

ABSOLUTELY CAN'T RECALL

☐☐☐

- b) (IF VISITED BOTH THE UNITED STATES AND OTHER PLACES OR PROVINCES IN Q. 2 ASK) And about how much of that was spent in the United States, including any travel expenditures made in Canada to get to the United States?

\$

\$

\$

(35/38)

(49/52)

(63/66)

ABSOLUTELY CAN'T RECALL

☐☐☐

5. Could you tell me in which month you started that trip:

	39-1	53-1	67-1
November, 1972,	2	2	2
December, 1972,	3	3	3
January, 1973,	4	4	4
February, 1973,	5	5	5
March, 1973,	6	6	6
April, 1973,	7	7	7
May, 1973,	8	8	8
June, 1973,	9	9	9
July, 1973,	0	0	0
August, 1973,	X	X	X
September, 1973,	Y	Y	Y
October, 1973,			

6. Now would you tell me what was the main type of transportation you used on that trip?

	40-Y	54-Y	68-Y
CAR	X	X	X
PLANE	0	0	0
TRAIN	1	1	1
BUS	2	2	2
BOAT	3	3	3
MOTOR CAMPER	4	4	4
OTHER			

SECTION TWO (cont'd.)

ABOUT TRAVEL - - ASK EVERYONE 18 YEARS OF AGE AND OVER

2

3

7. (HAND CARD 1)

Which of those descriptions best describe your reasons for taking this trip? Just read me the letters: you may want to give me two or three.

MOST RECENT
VACATION TRIP

NEXT MOST
RECENT

TRIP BEFORE
THAT

7-3

A	69-Y	8-Y	12-Y
B	X	X	X
C	0	0	0
D	1	1	1
E	2	2	2
F	3	3	3
G	4	4	4
H	5	5	5
I	6	6	6
J	7	7	7
K	8	8	8
OTHER	9	9	9

8-a) How many people age 18 years or over were traveling together in your travel party, including yourself - that is, people traveling in your group only, but not the other members of a tour or charter, for instance?

(70)

(9)

(13)

-b) And how many of those 18 years and over were from your household, including yourself?

(71)

(10)

(14)

9. Where was your home at the time of this trip? (CHECK BOX IF SAME COMMUNITY AS AT PRESENT, OTHERWISE WRITE IN NAME OF TOWN AND PROVINCE/STATE OR OVERSEAS COUNTRY)

SAME AS AT PRESENT

☐
☐
☐

OTHER

(TOWN/PROVINCE/COUNTRY)

10. Did you take any other trips during this 12-month period we have been talking about?

72-

11-

15-

YES <input type="checkbox"/> GO TO Q. 2	<input type="checkbox"/> GO TO Q. 2	<input type="checkbox"/> GO TO Q. 11
NO <input type="checkbox"/> CIRCLE '1' AFTER Q. 11 THEN GO TO Q. 12	<input type="checkbox"/> CIRCLE '2' AFTER Q. 11 THEN GO TO Q. 12	<input type="checkbox"/> CIRCLE '3' AFTER Q. 11 THEN GO TO Q. 12

11. (ASK IF 'YES' TO Q. 10 AFTER THIRD TRIP) How many other vacation trips did you take in between last year and October 31st this year?

(WRITE IN)

(INTERVIEWER: CIRCLE TOTAL NUMBER OF VACATION TRIPS TAKEN)

1 2 3 4 5 6 7 8 9 OR MORE (SPECIFY) (16)

12. On any of your vacation trips overnight or longer during the past 3 years, did you visit: (READ)

YES NO

- the continental United States? 17-Y X
- other provinces of Canada? 0 1

SECTION TWO

ABOUT TRAVEL - ASK EVERYONE 18 YEARS OF AGE AND OVER

3

13. I am going to read a list of statements about vacationing in other provinces of Canada compared to vacationing in the U.S. Please call off the number on this card which best describes how much you agree or disagree with each statement. (HAND CARD 2). You may base your answers either on your personal experiences or just your general impressions.

Now, for each statement you will be rating other Canadian provinces in comparison to the U.S.

ROTATE ORDER OF READING. CHECK STARTING POINT.
BE SURE TO READ ALL STATEMENTS.

	Agree Completely	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Disagree Completely
<input type="checkbox"/> A vacation in other provinces would provide better entertainment for the whole family than one in the U.S.	18-1	2	3	4	5	6	7
<input type="checkbox"/> A vacation in other provinces would involve having to travel greater distances between points of interest than one in the U.S.	19-1	2	3	4	5	6	7
<input type="checkbox"/> A vacation in other provinces would enable me to feel more free to do and act as I please than one in the U.S.	20-1	2	3	4	5	6	7
<input type="checkbox"/> A vacation in other provinces would offer recreational facilities inferior to those in the U.S.	21-1	2	3	4	5	6	7
<input type="checkbox"/> A vacation in other provinces would be more educational than one in the U.S.	22-1	2	3	4	5	6	7
<input type="checkbox"/> A vacation in other provinces would be preferable to one in the U.S., all things considered.	23-1	2	3	4	5	6	7

SECTION TWO

ABOUT TRAVEL — ASK EVERYONE 18 YEARS OF AGE AND OVER

3

14. And to finish up, and always thinking about other Canadian provinces, how completely do you yourself agree or disagree with each of the following statements:

ROTATE ORDER OF READING. CHECK STARTING POINT.
BE SURE TO READ ALL STATEMENTS.

	Agree Completely	Agree Strongly	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Strongly	Disagree Completely
<input type="checkbox"/> It's unfortunate, but Canada is just not different enough to interest me for a vacation.	24-1	2	3	4	5	6	7
<input type="checkbox"/> Vacationing in the U.S. is almost like not being out of the country.	25-1	2	3	4	5	6	7
<input type="checkbox"/> They just haven't made the Canadian wilderness interesting enough for people like me.	26-1	2	3	4	5	6	7
<input type="checkbox"/> To my mind, Canada is getting to be a better vacation spot than is the U.S.	27-1	2	3	4	5	6	7
<input type="checkbox"/> Your friends are always more interested in hearing about a vacation in the U.S. than hearing about a vacation in Canada.	28-1	2	3	4	5	6	7
<input type="checkbox"/> The U.S. still has better beaches than Canada does.	29-1	2	3	4	5	6	7
<input type="checkbox"/> The weather in the U.S. is usually better for vacations than it is in Canada.	30-1	2	3	4	5	6	7
<input type="checkbox"/> When I choose a vacation spot, I think of the place itself and don't especially consider whether it's in Canada or the U.S.	31-1	2	3	4	5	6	7

NOW GO TO BASIC DATA

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